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THE NATIONAL NEWSPAPER OF MARKETING

Martinson's Coffee Is Now Perking at Grey

New Brand Walks in from Lefton as Chock Full Looks for New Agency

NEW YORK, April 7—Grey Advertising will keep its coffee house sign tacked up after all. Effective May 15, as Chock Full O'Nuts departs, Martinson's Coffee Inc. will walk in with its regular and filter grinds, and its Jomar instant brand, thereby ending a 22-year tenancy at Al Paul Lefton Co.

Chock Full O'Nuts, meanwhile, deferred an agency decision until "late next week."

The switch will bring ad billings of "more than $500,000" to Grey from Martinson's, which became a division of Beech-Nut Life Savers Feb. 1.

Martinson's ad figure will be smaller than Chock Full O'Nuts, which put its budget at $1,826,643, plus $82,417 for chain restaurant

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Honeywell Shifts FC&B Portion to BBDO, C-M

Communications Problem Cited in Switch of $2,000,000 Account

MINNEAPOLIS, April 6—A serious communications problem finally caught up with Foote, Cone & Belding this week as the agency's Chicago office lost its part of Minneapolis-Honeywell Regulator Co.

The industrial giant switched the FC&B business to Batten, Barton, Durstine & Osborn, Minneapolis, which has been a Honeywell agency for some time, and Campbell-Mithun, a new addition to Honeywell's agency stable.

The company estimated that the change involves slightly more than $2,000,000 in billings, which will be divided equally between BBDO and Campbell-Mithun. FC&B, which will handle the business until Sept. 1, estimated that billings amount to $1,500,000.

H. D. Bissell, Honeywell vp and director of merchandising, told ADVERTISING AGE that the problems of distance and time lag have intensified with the years because of the growth in business volume, the number and complexity of products.

He said the company felt its Minneapolis-based divisions could better be served by local agencies rather than by those in other cities. "Our account is a real mouthful to handle," Mr. Bissell admitted. He had high praise for FC&B's handling of the business over the last ten years.

■ Asked why the FC&B business was split between two agencies,

(Continued on Page 115)

Lorillard Shifts TV Schedules to Fit in With 'Reach' Theory

NEW YORK, April 5—For 1961, P. Lorillard Co., maker of Kent, Newport and Old Gold cigarets, has realigned its ad strategy to fit a new concept of "reach" in tv advertising.

Outlining the "new look in Lorillard's marketing program," Harold F. Temple, president and chief executive officer, told the annual meeting that the company's tv advertising would add up to the strongest single advertising effort in history.

Taking time out to elaborate on the twin strategies possible for an advertiser on tv, Mr. Temple said: "Heretofore, the dominant theory in advertising circles was sponsor identification. Traditionally, an advertiser sought shows which would provide pleasure to, and [gain] loyalty from, consumers who knew their entertainment was coming thanks to Old Gold or Kent, for example. The strategy was to associate the product with the show, and the show with the product, to the mutual advantage of both."

■ However, these factors of repetition, continuity and gratitude were discounted with "the new theory of reach," he said, and the all-important factor became the number of people exposed to the commercials.

Mr. Temple said that to understand just how these theories worked out in practice, it is necessary to understand what is currently happening in tv programming.

"Two years ago the vast major-

(Continued on Page 122)

Dade County Tie Vote Postpones Naming of Agency

Harris Choice Blocked; Miami Unit Says Dade Group Violates Pact

MIAMI, April 5—The Metropolitan Dade County Commission split six to six yesterday, with one abstention, on a motion to accept the recommendation of a specially-appointed committee to name Harris & Co. to the $200,000-$250,000 tourist advertising account (AA, April 3).

The matter will be brought up for a second vote at next Tuesday's meeting of the county commission.

Subsequently, today the Miami City Commission charged that the metropolitan commission has broken an agreement on how to select the agency which will handle the area's ad account.

■ In a resolution directed to the Metro commission, Miami commissioners reminded Metro of the agreement and urged that the county go along with it.

It had been agreed, the city commission said today, that all

(Continued on Page 122)

MAGIC—*Alcoa follows up its "Forecast" series of ads with 26 color ads in Time beginning in the April 14 issue. The ads focus on "horizons already reached in the use of aluminum." Fuller & Smith & Ross and Ketchum, MacLeod & Grove are handling the campaign.*

Consumer Counsel Office Studied at White House

WASHINGTON, April 7—The White House staff was actively studying proposals for an Office of Consumer Counsel this week, but officials emphasized there has been no firm decision on the form it will take.

Under instructions from President Kennedy, the planning is being handled by the Council of Economic Advisers.

So far the work has largely involved a survey of government agencies to learn what an Office of Consumer Counsel might do.

■ Now, the council has begun consulting with a number of experts on consumer economics. Yesterday, Dr. Persia Campbell, professor of economics, Queensboro Community College, New York, met for more than an hour and a half with Kermit Gordon, council member handling the assignment.

Dr. Campbell has been men-

(Continued on Page 113)

McCann Adds Murphy —Plus L.A. Coke Bottler

Move Solves Anomaly in L. A. Market; Murphy Also Retains Bubble Up

LOS ANGELES, April 7—McCann-Erickson this week recouped the choicest soft drink account in the pop-guzzling West—Coca-Cola Bottling Co. of Los Angeles.

At the same time, McCann announced that Joe Murphy, whose agency had been handling the bottler's $1,000,000 billings here since last year, would become "affiliated" with McCann as supervisor on the account, effective June 1.

McCann's announcement came as something of a revelation this week, since the agency had never officially announced the loss of the L.A. account, and since Mr. Murphy had never said anything about landing it.

■ Last year (AA, June 20), the bottler appointed Murphy Associates to handle its broadcast business and also a special campaign for king-size Coke. The appointment, however, was then officially labeled as "interim," with McCann continuing as agency of record.

(According to recent reports from the management of the L.A. bottler, the campaign has considerably increased both case sales and share of market. Although precise market figures are closely guarded secrets, informed industry estimates place Coke in first position with about 30% of the market, followed by Seven-Up, with 23%; Pepsi-Cola, 18%; Bubble Up, 15%; and Canada Dry, 11%.)

It was also pointed out at the time that (1) McCann was national agency for Coca-Cola and, as such, was "designated as agency for all Coke's franchise holders," and that (2) McCann would continue to handle a portion of the L.A. bottler's ad business.

■ As things developed this week, however, McCann had lost the entire account to the smaller agency, and had recouped the bottler's billings apparently with the provi-

so that Mr. Murphy work on the account.

The Murphy move to McCann also touched off speculation as to the status of another big L.A. soft drink account—Bubble Up. The lemon-lime drink—bottled under separate franchise by L.A. Coke—is currently handled locally and nationally by the Murphy agency.

Despite the obvious conflict between the two soft drink accounts and Mr. Murphy's affiliation with McCann, current speculation—neither confirmed nor denied by

(Continued on Page 114)

Business Paper Ad Volume Hits $546,300,000 in '60

ABP Reports 39 Companies Spent Over $1,000,000 Each; GE Leads Again

NEW YORK, April 6—There wasn't much wrong with business publication advertising in 1960, according to figures compiled by Associated Business Publications for its "Tenth Annual Study of Leading Advertisers."

The good news included such items as:

- Advertising volume in the medium advanced from $510,600,000 in 1959 to an estimated $546,300,000.
- 39 companies invested more than $1,000,000 each in business publications last year, as compared with 30 in 1959 and in 1958.
- While 363 advertisers put $175,000 or more into the medium in 1959, as compared with 358 last year, the 1960 group collectively invested $179,025,900 as against $173,439,900 spent in 1959.
- 1,500 companies invested a total of $270,581,800 in business publications, up from $263,647,500 in 1959.

■ At the top of ABP's investor list for the tenth consecutive year was General Electric Co., which poured $4,599,700 into the medium last year. In 1959, GE spent $4,060,000. E. I. du Pont de Nemours & Co., which placed sixth in 1959, when it spent $2,637,000, moved into the runner-up slot last year on the wings of a $3,449,000 investment. American Cyanamid ran in third place, spending $3,000,000, up from $2,818,000 in 1959.

Rounding out the top ten were Merck & Co., with an investment of $2,880,700; General Motors Corp., $2,831,600; Abbott Laboratories, $2,800,000; U.S. Steel Corp., $2,776,900; Westinghouse Electric Corp., $2,450,000; Allis-Chalmers Mfg. Co., $1,993,900; and Eastman Kodak and Minnesota Mining & Manufacturing, each with $1,800,000.

In this group, General Motors and U.S. Steel were both well below their 1959 investment figures

(Continued on Page 121)

Last Minute News Flashes

Technicolor Consumer Account Goes to K&E

NEW YORK, April 7—Technicolor Inc. has appointed Kenyon & Eckhardt, Los Angeles, to handle all consumer division advertising. This includes Technicolor film processing, a new home movie projector, new technichrome film and another product now in development. Billings are estimated at about $500,000 (AA, March 27). Future status of McCann-Erickson, which has had the entire account, is not clear.

Pittsburgh Plate Glass Seeks Successor to BBDO

NEW YORK, April 7—The $2,500,000 glass account of Pittsburgh Plate Glass Co. was up for grabs as Michael J. Batenburg, information director, and R. R. Fenlow, ad director, ended a three-day hunt here for a new agency, to be tapped before July 1. Replacement for Batten, Barton, Durstine & Osborn (the company said BBDO "didn't shape up after warnings on swapping 'green' account execs for pros") focused on Ketchum, MacLeod & Grove; J. Walter Thompson Co.; and Y&R.

Brunswick Considers 12 Agencies for MacGregor

CHICAGO, April 7—Brunswick Corp. is seeking a new agency for its MacGregor sport products division and is considering about 12 agencies for the $500,000 account. Brunswick said the "door is closed" to further interviews. Hugo Wagenseil & Associates, Dayton, is now the agency.

(Additional News Flashes on Page 113)

Argus Camera's $1,000,000 Billing Shifts to Kudner

Move from Y&R Gives Agency Entire $8,000,000 General Telephone Account

ANN ARBOR, April 7—The $1,000,000 Argus camera account will shift July 15 from Young & Rubicam to Kudner Agency in a consolidation of all General Telephone & Electronics advertising under Kudner. The move brings the General Telephone billings total at Kudner to an estimated $8,000,000.

Argus is a division of Sylvania Electric Products, which in turn is a subsidiary of General Telephone. Argus is the last General Telephone unit to come into the Kudner fold.

Y&R has handled Argus advertising since 1951, and the switch leaves the agency with only two accounts in its Detroit office: Chrysler Imperial division of Chrysler Corp. and Parke, Davis. The Chrysler Imperial billing is estimated at $7,000,000 and Parke, Davis reportedly is worth $1,500,000.

Kudner maintains a one-man office in Detroit; the Argus account will be handled in New York.

■ The switch apparently came as a corporate directive from General Telephone. Herbert Hall, Argus vp of merchandising and advertising, said there definitely was no dissatisfaction with Y&R's handling of the account. ☰

Mogul Reportedly Explores Possibility of Canada Operation

TORONTO, April 5—Mogul Williams & Saylor, New York agency, which last year billed $19,000,000, soon may have some kind of operation in Toronto.

Two of its senior executives—Sidney Weiss and Larry Stapleton—were in town this week, discussing the move and "seeing some people."

Up to now, the agency has persistently refused to confirm that it is contemplating establishment of a Canadian operation, and Mr. Weiss, exec vp of the agency, still will not say whether Mogul Williams is thinking of buying into a Canadian agency, working a deal with one, or setting up its own shop.

"There is nothing conclusive about our plans," Mr. Weiss told ADVERTISING AGE. "All I can say is that we are giving the Canadian picture further consideration. We are on an excursion, just seeing some people."

■ ADVERTISING AGE understands, however, that the agency's plans depend to a large extent on whether it can obtain the Canadian account of Rootes Motors, which bills about $200,000 a year and is at Erwin Wasey, Ruthrauff & Ryan.

In the U. S., Mogul Williams won the Rootes account from EWRR last October. Billings of this business are variously estimated between $600,000 and $1,200,000.

While Rootes officials in Canada say they are "very happy" with EWRR, it is known that they are experiencing some pressure from the U.S. to switch agencies.

When this situation clarifies itself—possibly in the next week, since a senior Rootes official from Britain is expected in town shortly—it is anticipated that Mogul Williams will make known its Canadian plans, if, indeed, it still has them. ☰

Morrell PRIDE BACON

REAL DOLLS—*New print campaign for John Morrell & Co., Chicago, uses photographs of dolls in scaled-down settings. This color page is scheduled for Life April 21, May 26 and Sept. 22. Morrell Ham ad ran in Life March 24 and will repeat June 23. John W. Shaw Advertising is the agency.*

PSI Inc. Names L&N for $1,200,000 Food Chain Account

SAN FRANCISCO, April 6—Lennen & Newell has been named to handle advertising for PSI Inc. (Profit, Security, Income), a newly-formed grouping of food chains. The 1961 ad allocation for the Southern California group is about $1,200,000. The media breakdown: radio, $800,000; tv, $200,000; newspapers, $200,000.

While L&N's West Coast headquarters is here, the account will be served out of Los Angeles. The L.A. office also will handle Elisabeth Stewart swimwear, previously handled by David Olen Advertising.

Other accounts added since the start of the year are California Wine Assn., previously with Johnson & Lewis; Nulaid eggs, formerly with Botsford, Constantine & Gardner; and Nurserymen's Exchange (no previous agency). All three will be handled out of San Francisco.

The four accounts together bill over $500,000. In addition to these and the PSI account, L&N had chalked up a $1,000,000 boost in billings via its merger last February with Martin & Tuttle, Los Angeles and Seattle. ☰

Denver Adclub Speakers Defend, Rip BBB Ad Emblem

DENVER, April 4—Speakers before the Advertising Club of Denver March 30 stoutly defended the Better Business Bureau's truth in advertising symbol campaign (AA, March 20) while others criticized it as "vicious, commercial, McCarthyism."

Gene Amole, vp of Radio Station KDEN, called the emblem campaign "truth with a price tag."

He said his company is a member of the BBB, but he criticized the truth emblem on grounds that a merchant who does not belong to the BBB or join the emblem campaign "becomes guilty by omission."

■ "In the general mind," Mr. Amole stated, "the merchant who does not join is put in the same class as the one who had the emblem taken away. It makes a man guilty until proven innocent."

Mr. Amole also criticized the board which controls use of the symbol.

"I'm not ready to turn my destiny over to a board of control which can change the rules whenever it wishes," he continued.

One of the defenders, Robert Wilson, head of the clothing company which bears his name, warned, "There is a need in this and every community for integrity in advertising. It will be brought about by either government intervention or self-regulation."

Mr. Wilson said he agrees the $180 fee a merchant must pay for the truth in advertising emblem is too much for some small merchants and added the sponsors hope to bring down the price when more persons join the program.

■ Another defender, Dan Bell, manager of the Denver area BBB, justified the program as one putting responsibility for truth on the advertiser rather than on the media.

When accused of promoting the truth emblem in the face of national policy against such promotions by the Assn. of Better Business Bureaus, Mr. Bell pointed to other violations by other bureaus and said the national policy committee is studying the Denver situation with a view toward revising the policy. ☰

WFAA Adopts Single Rate for All Advertisers

Dallas Station Opens Communication Center With 'Morning News'

DALLAS, April 4—Adoption of a single rate policy, effective immediately, was announced today by the management of WFAA Radio.

Announcement of the new card coincides with the formal opening this week of the station's Texas-size, multi-million dollar communication center, plus changes in programming and operation.

George K. Utley, station manager, praised the single rate as a logical and sensible step in the fulfillment of the Southwest's "newest and finest" broadcast facility.

■ He said the new rate card is designed to meet the needs of today's radio advertisers, both national and local, and includes a variety of attractive package and discount plans "unlike the situation in many markets." Mr. Utley said: "An advertiser on WFAA is assured that he is paying the same rate all other advertisers pay. We believe the single rate is fair to all advertisers, and incidentally is the inevitable solution to the many rate problems broadcasters and radio advertisers have faced in recent years."

Built at a cost of over $3,500,000, the new center houses WFAA radio and television, and adjoins the building occupied by the parent organization, the *Dallas Morning News*. It will be the biggest single headquarters for news, education, entertainment and information in the Southwest. ☰

Court Bans Use of 'Bugs' Slogan by Freewax Corp.

Judge Also Bars Company From Issuing Release or Publicizing Lawsuit

TALLAHASSEE, FLA., April 4—Freewax Corp., division of Chemical Corp. of America, will have to find some other slogan to advertise its bug-killer products.

Judge Harold Carswell in U.S. district court has issued a permanent injunction restraining Freewax from using the slogan, "Where there's life, there's bugs." The suit asking for the injunction was filed last summer (AA, July 18) by Anheuser-Busch Inc., which has used the slogan, "Where there's life, there's Budweiser (or Bud)" since 1933.

In an unusual twist, the court also enjoined Freewax from "thereafter issuing any press release, having any interview for any kind of news media or publication, or otherwise giving any publicity to this lawsuit."

■ In his 12-page decision, the judge barred Freewax not only from using the "bugs" slogan, but also "any slogan or trademark deceptively similar thereto, or any colorable imitation of plaintiff's slogans and trademark, and from otherwise competing unfairly with plaintiff."

Anheuser-Busch obtained a preliminary injunction against Freewax last year (AA, July 25). Freewax has 30 days to appeal the ruling. ☰

Mendelsohn Adds 2 Accounts

Italian Fashion Imports and Swagger Trousers, both New York, have appointed David J. Mendelsohn Advertising, New York, to handle their advertising accounts.

Falls City Beer's Agency Is Winfield, St. Louis

In reporting the Falls City beer sponsorship of Seven Stake races at Churchill Downs on WHAS-TV, Louisville, ADVERTISING AGE erred in reporting that Prater Advertising Agency had the account.

Winfield Advertising Agency, St. Louis, is the correct agency.

D-F-S Reportedly Seeks Local Rates for L&M Spots

NEW YORK, April 6—Latest reports of an advertising agency's sending men out on the road to try to get special rates for a spot radio campaign center around Dancer-Fitzgerald-Sample. The client in the case is L&M filter cigarets, a big spot radio user.

This most recent L&M effort to shelve rates started, according to station representatives and other industry sources, at the prodding of the client and has concentrated on areas outside the top 40 markets. D-F-S reportedly sent men to negotiate directly with stations after L&M said its field men had indicated that station after station had offered them better rates locally than the agency had been getting on a national spot basis.

■ Ken Torgerson, associate media director of D-F-S, said agency men did visit stations in December and January to see that there was proper scheduling for L&M and to try to improve ratings. He denied that there is any drive on to get local rates or that the sched[...] which has been trimmed some[...] this year, has by-passed reps, Keystone Broadcasting System or any other regular channels. He said the agency always tries to get the lowest national rate for a client.

Mr. Torgerson said the agency's buyers and media executives make countless visits to stations—radio and tv. "When an agency visits a station without inviting the rep along, there are always a few reps that get bad dreams and think somebody is trying to cut th[...] out," Mr. Torgerson said. ☰

Highlights of This Week's Issue

Arthur E. Duram, senior vp of Fuller & Smith & Ross, urges the Pittsburgh Radio & Television Club to write to congressmen to head off the "myth" of pay tv. Page 4

"Nice guy" account executives with little creative ability can bring trouble to the agency, according to Jack Dow, head of Dow Co. of Omaha. Page 4

Excise tax exemptions for cooperative advertising funds would apply to more media under a new bill introduced in the House. Page 6

Sealy Inc. breaks a new print campaign for its Princess Posturepedic line of mattresses. Page 6

Warner-Lambert Pharmaceutical Co. plans to enter the antibiotic market soon with Coly-mycin. Page 8

Olin Mathieson Chemical Corp. readies a pre-Christmas campaign for its Ecusta unit, which manufactures lightweight paper. Page 28

Teen age girls are big users of cosmetics, according to a new survey by Seventeen. Page 29

Mass Audience Productions' latest issue is "Bowling Times," providing 30-odd companies with ad space in the bowling alley-distributed tabloid. Page 30

Oregon-Washington-California Pear Bureau offers its nine-man merchandising team for rent or lease during May and June. Page 34

Can the Federal Trade Commission subpoena copies of census report forms which business men retain in their files? The Supreme Court agrees to review conflicting lower court decisions on the matter. Page 36

Magazine Advertising Bureau opens a $175,000 advertising campaign in newspapers in four markets. Page 42

W. H. Golling & Associates, London, faces loss of its recognition as an agency by British newspapers following its sale to a financial investment house. Page 52

Advertising invades the jukeboxes as Audio Advertising Corp. lines up liquor advertisers for tavern locations. Page 56

CVA Co. launches "junior blockbuster" and "major blockbuster" campaigns for Roma food lines. Page 66

Activity grows on the European publishing scene as American and European publishers plan new editions. Page 76

Tidewater Oil Co. will pour about $4,000,000 into a broadcast and print campaign to promote itself as a leader among the nation's oil marketers. Page 76

Revlon and MacLaren Advertising Co. are back together again in Canada, following CBC's refusal to let them cancel "World of Music" tv show. Page 78

National Library Week will get promotional help from top creative advertising and media talent this year. Page 80

Victor H. Nyborg, president of the Assn. of Better Business Bureaus, says it will take the efforts of everyone in advertising to end ad abuses. Page 82

National Assn. of Broadcasters' tv code review board cautions beer and wine advertisers to abide by code restrictions. Page 87

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'Ultimate Additive' . . .

Petrofina Ads to Offer 'Pink Air' for Tires in '66

Shea Criticizes Gas Industry Stress on 'Unbelieved' Ingredients

OKLAHOMA CITY, April 7—The gasoline additive situation is getting so "preposterous" that American Petrofina "will run a couple of ads on the subject of Pink Air—Fina's tire additive of the future," J. M. Shea Jr., vp for marketing, told the Oklahoma Oil Jobbers Assn. yesterday.

"We will explain that such a major advance will take time, because of all the research and technical bugs that have to be ironed out. We will say that it will take about five years before Fina Pink is in the hoses . . . the Fina Five-Year Plan . . . So we'll say, 'Look for it at your Fina station on May 12, 1966, give or take a couple of days,'" Mr. Shea told the jobbers.

Some marketer is bound to come out with such a plan, and Petrofina may as well jump the gun and get the credit as the first company to offer colored air for car tires, he explained.

■ "Of course, advertising of additives is legitimate enough, and in this business of ours, you need a competitive edge if possible. But there is some evidence for the fact that additives have outworn their welcome—and that people are laughing at us . . . We have claimed so many additives to gasoline that the customer must think there is hardly any room for crude oil any more," Mr. Shea said.

He pointed out that colored air in tires couldn't be seen, but it "might make you feel nice knowing it was there—which is about as much as you can say for some of our additive claims," he said.

"Actually, I would guess that the last additive that the customer cared very much about came on the scene 30 years ago—clean rest rooms," Mr. Shea explained.

"Since then most people have come to believe that there is no real difference between reputable gasolines. I would bet," Mr. Shea said, "that if 100 people on the street were asked, they would tell you that for all practical purposes, competitive gasolines come out of the same tank. And this in the face of untold millions of dollars spent trying to convince the customer that there is a difference.

■ "Additives are a good thing, of course," the oil company executive said, "but not all that good; we don't believe it, and the customers don't believe it."

Mr. Shea said Petrofina will try an experiment: "We are not going to send out any promotional kits and very little point of sale material. We suspect that the dealer has enough to do without spending his time trying to find a corner in the storeroom to hide the stuff.

"In other words, we are not going to ask him to help carry our advertising and sales promotion programs—we just hope he will devote his time to selling products and service, if we can get the customer to stop in," he concluded. #

Zamata Joins Babbitt

Joseph P. Zamata, formerly with Consolidated Research & Mfg. Corp., has joined B. T. Babbitt Inc., New York, as manager of the aerosol division, and brand manager of aerosol products in the household products division.

Schulze & Burch Seeks New Agency as Compton Resigns

CHICAGO, April 5—Schulze & Burch Biscuit Co., maker of Flavor-Kist cookies and crackers, is seeking a new agency this week following the resignation of the account this week by Compton Advertising.

Paul Schulze III, exec vp of the company, told ADVERTISING AGE that the company has not yet decided how it will go about the selection of a new agency. He declined to say why Compton resigned or how much the company spends for advertising. Hamp Rodgers, advertising and merchandising manager, will handle the selection of a new agency, he said.

Schulze & Burch markets its products in 27 states. The account reportedly billed about $130,000 last year. Compton has been the Schulze agency for nearly two years, getting the account from Maxon Inc. (AA, July 13, '59).

Maxon had replaced Roche, Rickerd & Cleary three months earlier.

UBIQUITOUS—*New York Telephone Co. ran this ad in 88 state dailies in one day to stir interest in Bell System's home Interphone. Batten, Barton, Durstine & Osborn is the agency.*

Sponsors Get Roughed Up as Networks Scramble for Sure-Fire Fall Lineups

NEW YORK, April 6—Television's power play makers were in full swing today. And as usual, it was no game for the faint-hearted.

Decision makers at the three networks have their eyes on one objective: The strongest possible prime time schedules for the 1961-'62 season. As a result, each network has been accused of pushing advertisers around, playing favorites with customers, failing to deliver on verbal commitments, and leaving performers and their agents suspended in mid-air.

American Broadcasting Co. angered Liggett & Myers with time shifts made to accommodate Procter & Gamble, and a big chunk of billings moved out. American Tobacco was miffed when dispossessed by NBC to make room for Chevrolet on "Bonanza," but not sore enough to turn down a couple of other promising time spots on the network for fall. When the long-running "I've Got a Secret" was shifted by CBS, as part of the price for keeping General Foods' big budget, R. J. Reynolds Tobacco canceled the panel favorite.

■ Out of this rough-and-tumble, fall schedules were taking shape in a somewhat rubbery form that changes from hour to hour. At this writing NBC has penciled in approximately 13 new regularly scheduled programs and ABC and CBS some 11 each. This does not include specials.

There is no sign that the networks are disturbed by warnings

(Continued on Page 120)

GF Sets Push as Marketing of Kool Pops Goes National

CHICAGO, April 6—Kool Pops, a freeze-it-yourself liquid pop bar introduced last year by General Foods, is going national, and a May-September advertising campaign to support the product is planned.

Made by the Perkins-S.O.S. division, a Kool Pops package consists of eight plastic containers of four flavors—orange, lemon-lime, cherry and grape—which are frozen at home into pop bars. They were introduced last year in six markets and won "wide consumer acceptance."

National introductory advertising will include five network television shows, tv spots, and the Don McNeill "Breakfast Club" (ABC Radio).

Foote, Cone & Belding, Chicago, is the agency. #

Helen Kaufman to Clairol

Helen J. Kaufman, formerly with Revlon Inc., has joined Clairol Inc., New York, as manager of marketing research.

Admen Include Introverts, Readers of Homer, Honest Men, AA Readers Say

Third Report on Study Appears in This Issue; Comments Already Begin

CHICAGO, April 6—ADVERTISING AGE's three-part study on what advertising people and their neighbors think of admen and advertising *(the third part begins on Page 93)* has already evoked considerable comment, ranging from "To hell with my neighbors" to "I knew it all along."

Thoughtful readers in or allied to the advertising field have come to diverse conclusions as a result of examining the first two instalments. Here are some of the early letters AA has received:

W. G. Anderson, Royal Oak, Mich.

Re your AA article . . . now you understand why I acknowledge introductions with "Yes, but I'm in *industrial* advertising."

Mrs. R. Becker, Skokie, Ill.

My husband is with a well-known Chicago agency. He is introverted, honest, moral, well-adjusted and intellectual. He drinks only occasionally and is not Ivy League.

Perhaps Market Psychology, Inc. should have talked to *our* neighbors.

John Sandberg, Director of Marketing, Ever Sweet Corp., Lyons, Ill.

Your study . . . illuminates an interesting sidelight. Although I've had neither time (nor access to original data) to make a thorough case, the charts seem to indicate that the *admen have a rather low opinion of their clients.*

Assume that most clients fall in either the "retail" or "manufacturing" catagory, and that the adman's impression of these groups is primarily based on client contacts.

The retail industry was rated by admen as least likely to attract men who are "reliable, responsible." It tied for the bottom on "honest, straight-forward," "bright young man," and "original and creative" (0%!). Not one adman wanted a retail merchant as his next door neighbor.

Manufacturing fared a little better. It ranked among admen as lowest in attracting men who are "solid citizens." It tied for the bottom on "honest, straight-forward" and "interested in ideas" (0%!). Only 2% wanted a manufacturer around outside business hours.

Do I detect some sour grapes, or are we clients really that bad?

R. M. Mason, Richard Montgomery Mason Inc., Boston

Last Chapter of Exodus

I am selling my home and moving into my office; the most recent survey about advertising people has reduced my bedroom community to rubble around my pedestal.

This move is not being dictated so much by what my neighbors think of me and my business so much as it is by what I now think of my-smug and hypocritical neighbors.

Here I have been firmly, and what I thought was socially, ensconced amidst a suburban group of perfectly normal thieves, bandits, and reprehensible misfits; now, I find they think I am worse than they.

I am talking about my neighbor in the $75,000 home, shooting in the low 90s at a $2,000 a year

(Continued on Page 116)

Ad, Quiz Scandals Fret Admen More Than Neighbors

Admen Blame Agencies, Clients for Ill Repute; Others Just Blame Clients

NEW YORK, April 5—Advertising men are more concerned about misrepresentation and the quiz and payola scandals than are their neighbors.

Neither the advertising men nor their neighbors seem to be very confident that anything will be done about these situations.

Advertising men tend to blame the client and the agency for these situations; their neighbors tend to blame the client—the advertiser, the sponsor. They take the view that it's his money, and he must approve its expenditure.

Both groups tend to identify "Madison Ave." with advertising but there is a noticeable insistence from advertising men that what is wrong with Madison Ave. exists only in New York, and not in other advertising centers.

Advertising men and their neighbors tend to explain advertising in much the same way.

■ There appears to be a hard-core group among the neighbors, somewhere in the 12% to 15% range, which is consistently and wholly negative toward advertising and advertising people—and this group had its prejudices confirmed by the scandals.

These are some of the highlights of the third and final article in the series which ADVERTISING AGE started publishing in its March 27 issue. It appears on Page 93 of this issue.

As might be expected, there have been some interesting comments from AA readers. The first of the letters addressed to the implications of the study appear in the story above. #

Baldwin Fleischmann Brewer Doorly

INSTALLATION—*The publisher of The New Yorker, Raoul Fleischmann, and two former Chicago sales office heads, Howard Baldwin and Frank Brewer, meet in Chicago to get Leigh Doorly started right as the new head of the office. Mr. Brewer, whom Mr. Doorly succeeds, becomes a consultant. Mr. Baldwin, who opened the Chicago office in 1927 and later became the magazine's ad director, retired in 1959.*

F&S&R's Duram Urges Broadcast Group to Fight Pay TV 'Myth'

PITTSBURGH, April 4—Arthur E. Duram, senior vp of Fuller & Smith & Ross, today used the forum of the Pittsburgh Radio & Television Club to call for action to head off pay television.

Mr. Duram suggested that his luncheon listeners write to their congressmen before they start "to believe the myth of pay television."

The agency man said pay tv's backers had started out with the intention of concentrating on making money, but that they had since shifted their approach to promises of providing "endless varieties of programs" not available on free tv.

Mr. Duram disputed this claim, saying pay tv would provide more of the same kind of fare now coming into living rooms—and would charge for it.

Mr. Duram's arguments boiled down to:

- A 24" screen is a 24" screen. It will enforce the same production restrictions on pay tv as on free tv.
- Home consumption means certain limitations as to subject matter, whether on a free or a box office channel.
- There is no "vast reservoir of talent and material" just waiting to be tapped.

Mr. Duram said he agreed with commercial television's "general conclusion that minority groups are served best by providing them interesting shows outside of prime evening time." He suggested that pay tv "would have to follow suit."

Dorn Joins American Home

Prudence Dorn, formerly with Kenyon & Eckhardt, has joined American Home Foods, New York, division of American Home Products Corp., as director of home economics and product publicity.

Koret Sets Print Campaign

Koret of California, San Francisco clothing manufacturer, will use color pages in the July 30 and Aug. 8, 13 and 27 issues of the *New York Times* to introduce its "California Kalaidoscope" fall 1961 line. Charles Cain, Koret advertising manager, said the ads will continue the company's format of coordinated fashions photographed in front of a three-dimensional "K" with sketches of picturesque San Francisco locales as background. Ads now being scheduled also include full-color pages in the August issues of *Glamour*, *Mademoiselle* and *Seventeen*.

Schultz Joins Wentzel & Fluge

Edward J. Schultz has joined Wentzel & Fluge, Chicago, as exec vp and general manager. Mr. Schultz was formerly vp of sales, Abitibi Corp., Detroit, U.S. subsidiary of Abitibi Power & Paper Co., Toronto.

Account Exec Can Be Too 'Congenial' With Client: Dow

CHICAGO, April 4—Jack Dow, an agricultural adman with a long list of "agins," told the Chicago Area Agricultural Advertising Assn. yesterday why he is against layouts, testimonial and b&w ads, surveys, farm experts and "personality account executives."

Mr. Dow, owner of Dow Co., Omaha agency which specializes in agricultural accounts, stresses the importance of the creative approach to farm advertising rather than a "stereotyped survey-type approach," which he says generally ends up as just another testimonial ad.

He is against a "personality type account executive—one who is not a creative or copy man, but just a nice guy." Mr. Dow described "happy Harry," an account executive he once knew, who thought that "20 or 30 little green men ground out reams of stuff behind closed doors in some recess of the agency."

■ Almost every day Harry took reams of layouts and presentations to his "congenial client." (Harry wouldn't work on an account unless he and the client were congenial.)

Because Harry wasn't an adman, but just a pleasant guy, he really didn't understand what the agency creative people were trying to do in the client's campaign and agreed wholeheartedly with every minor criticism of the client, Mr. Dow continued. Finally Harry and the client decided the agency "just didn't have it," and the client asked Harry to help pick a new agency. Of course Harry moved to the new agency with the client.

A situation like this is serious, Mr. Dow asserted, largely because the client doesn't get good advertising when he and Harry (Mr. Dow doubts the advertising intelligence of both) are making all the decisions and not the company of experts hired to do the job.

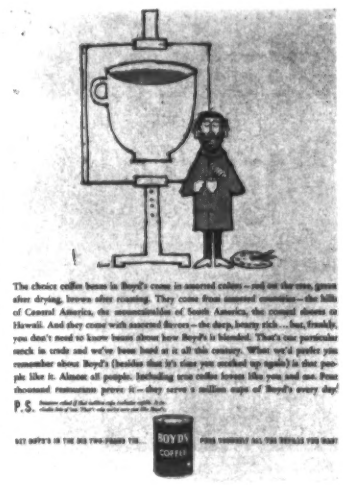
■ Mr. Dow also is against surveys. "Everyone has a tremendous desire to find out whether his ad was read and pulled," he said. "But with my clients, I know whether the ad pulled by their sales figures."

"If sales figures are good, who cares how many people read the ad," he said. He told of one client, a manufacturer of hog feed, who recorded a 63% increase in sales. A survey on the advertising showed that a high percentage of women read the ads. "Therefore what else can we conclude but that women are buying hog feed?" he asked facetiously.

Mr. Dow said he is against layouts (although he started as a layout man) because presenting layouts to clients simply is an invitation to make changes. Instead he usually shows the client the finished art and reads him the copy.

Mr. Dow is against testimonial ads, "because everybody's using them," and against b&w ads because "color is the cheapest thing you can buy."

He is against farm experts in the ad field because he said farm producers usually understand agriculture and how their products are used. "They need help on advertising, not farm problems," he said. =

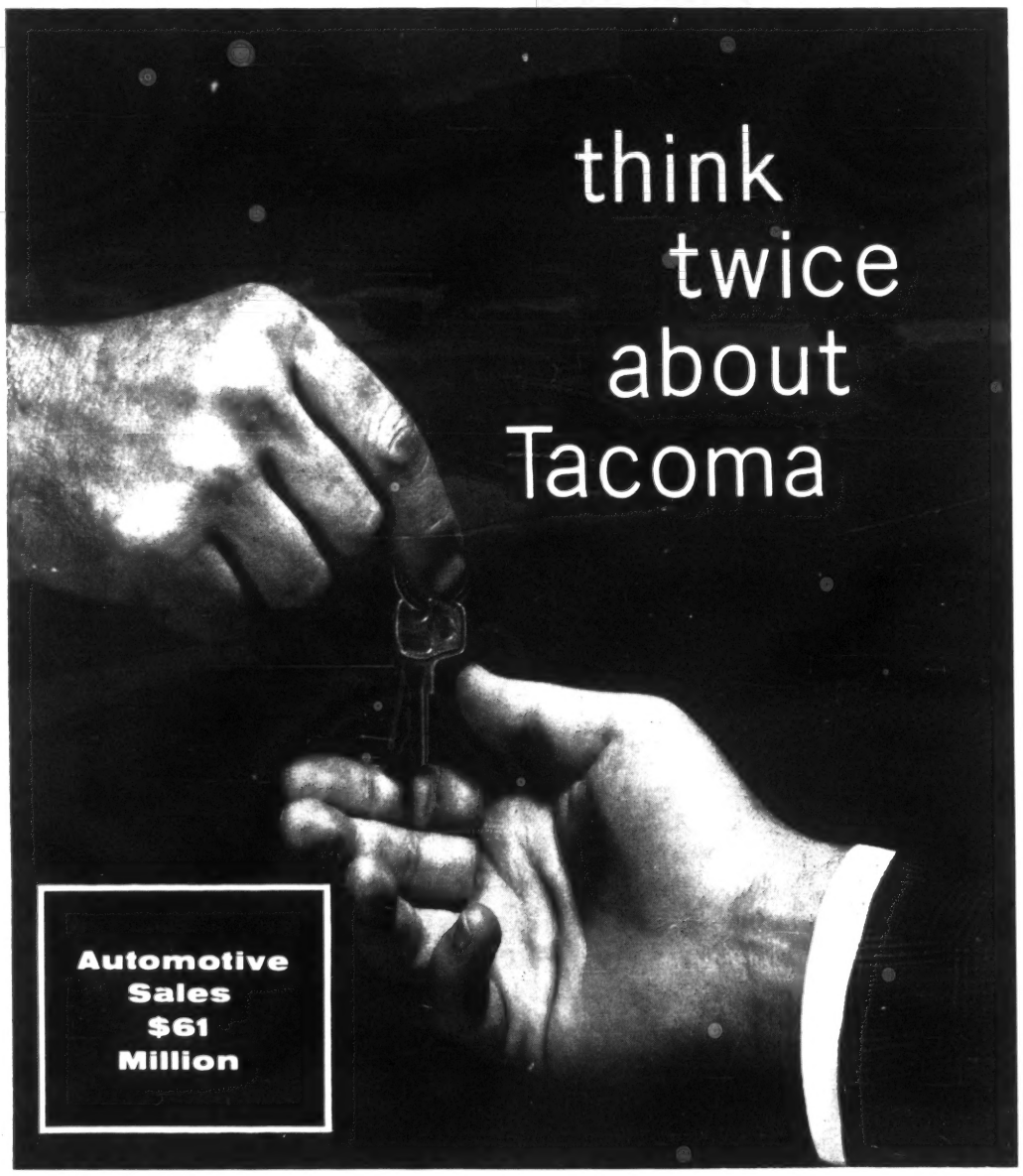


CARTOON ADS—*Boyd's coffee will use 560-line cartoon-style ads in newspapers in four Pacific Northwest states during the year. Twelve ads will run at the rate of one three times each month. Miller, Mackay, Hoeck & Hartung is the agency.*

WTOL-TV Promotes Rose

Tom Rose, formerly chief director of WTOL-TV, Toledo, O., has been named production manager of the station. He succeeds Jim Lynagh, who recently joined KCMC-TV, Texarkana, Tex., as program director.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.
Ask the man from Sawyer-Ferguson-Walker Company.

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1961 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1961 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.
Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.
Controlled Product Sampling
25 Hempstead Gardens Drive • West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

WITH THE ISSUE OF MAY 9

LOOK newsstand price goes to 25 cents– subscription prices also rise. LOOK circulation will be more than 6,700,000–an all-time high.

Here is the story from America's fastest-growing major magazine

For several years now, readers have been paying more money per copy for LOOK than for either of the other two magazines in its field. With LOOK's scheduled cover-price increase to 25 cents—and concurrent increases in subscription rates—the price gap will widen.

Significantly, while LOOK commands the highest price in its field, it has achieved the most consistent (and in the past five years, the *biggest*) circulation gains of any major magazine in America.

Year after year after year, *every* year since World War II, LOOK circulation has hit a new peak. It reached another all-time high of 6,535,000 in first quarter 1961 and will pass 6,700,000 early in the second quarter. By the fourth quarter, the average is expected to climb above 6,800,000—with some issues topping 7,000,000.

Clearly, people like LOOK—like it so much they are willing to pay a premium price for it. Why?

One reason is the physical package. Because LOOK consistently re-invests its earnings in product improvement, it is able to offer readers the heaviest cover stock in the field, the finest coated paper, the richest, most brilliant color reproduction. In appearance, LOOK sets the standards not only in its field but among *all* magazines of large circulation.

There is of course another, bigger, reason—LOOK's editorial approach. LOOK is *the exciting story of people.* It provides a clearer understanding of great issues and events through a better understanding of the men and women and children involved. In LOOK, the accent is *not* on the abstract, *not* on the faceless masses. The accent is on specific people, and people respond to it.

LOOK's policy of re-investment is an expression of confidence in the LOOK approach and public response to it. It reflects, too, a buoyant optimism. For as long as Americans demand the better things and are willing to pay a fair share to get them, the future holds bright promise for those who can and will fill that demand—for those with leadership.

LOOK

THE EXCITING STORY OF PEOPLE – 25TH YEAR OF PUBLICATION

New Bill Would Exempt Co-op in More Media in Calculating Excise Tax Base

WASHINGTON, April 5—The long battle over excise tax exemptions for co-op advertising funds was resumed today, as legislation was introduced giving all "recognized media" the same status that Congress recently granted newspapers and local radio-tv ads.

Under a law passed last summer, co-op funds which are collected from dealers and ultimately spent in newspapers and radio-tv broadcasts can be excluded from "price" in computing the federal excise tax paid by manufacturers of appliances and other manufactured items. Shortly after the law passed, other media, particularly outdoor, complained that the law discriminated against them.

The law adopted last year represented a compromise in a long struggle that has been waged between members of the appliance industry and the Internal Revenue Service. Industry members wanted all co-op assessments excluded from "price" in computing excise taxes. Internal Revenue Service said it would consider an exemption only for media where the expenditure could be measured and proven (AA, June 13; Aug. 29; Sept. 5, '60).

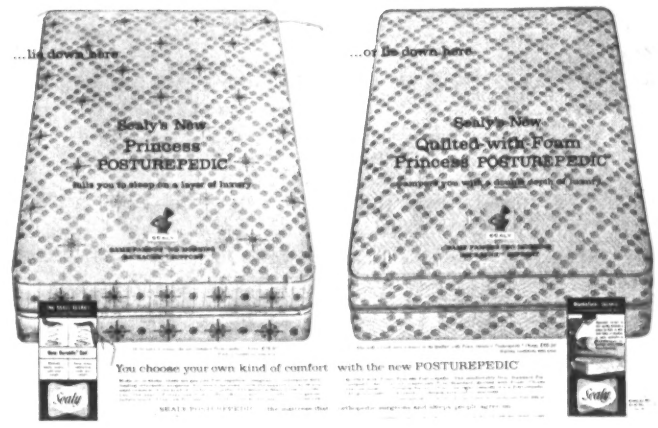
■ A bill (HR 6056) introduced by Rep. A. Sidney Herlong Jr. (D., Fla.) amends last year's law by adding to newspapers and broadcast media the phrase "or is transmitted to the public through other recognized media." Rep. Herlong is a member of the House ways and means committee, which handles tax legislation. =

4A's Names Turnbull, Modern

Richard Turnbull has been appointed a senior vp of the American Assn. of Advertising Agencies, New York. Named a vp in 1948, Mr. Turnbull has been a member of the Four A's staff for 35 years. Marilyn Modern, assistant librarian, has been named librarian of the Four A's, succeeding Florence T. Rowley, who has retired after 38 years with the Four A's.

'Vogue' Appoints Three

James Cosgrove, previously with Butterick Pattern Co., has been named advertising manager of *Vogue Pattern Book*, New York, succeeding Robert Brennecke, who has joined the ad staff of *Vogue*. Jean Purrington, formerly advertising and fashion director of William Skinner & Sons, has joined Vogue Pattern Service as fashion merchandiser, a new post.



RESTFUL APPROACH—*Sealy Inc. will use three color pages in Life April 21 to feature its Princess Posturepedic line. The page preceding this spread pictures a woman luxuriating in bed under the headline, "If you like to be pampered . . ."*

Sealy Sets New Push in Magazines for Princess Mattresses

CHICAGO, April 5—Sealy Inc. will break advertising for its Princess Posturepedic mattresses with a three-page color ad in the April 21 issue of *Life*.

As with the standard Posturepedic mattresses, the Princess models are offered in regular and quilted-with-foam models.

The new Sealy campaign, featuring various models with the slogan, "Choose your own kind of comfort," will include two-color pages in *Life* during May and June, a two-thirds b&w page in *Good Housekeeping* in May and b&w pages in summer and mid-summer issues of *Modern Bride*.

■ Sealy also will supply newspaper mats, radio and tv scripts and in-store material for use at the local level.

A four-page color insert featuring the *Life* ad ran this week in *Home Furnishings Daily*.

Earle Ludgin & Co. is the agency.

AF-GL Adds Two Accounts; Boosts Dawson, Adams

The San Francisco office of Albert Frank-Guenther Law has been named to handle advertising for the Chicago Prestressed Concrete Institute. With a budget of approximately $100,000, the campaign will attempt to promote increased construction industry use of pre-stressed concrete. Both b&w and two-color ads in *Fortune* and engineering and architectural magazines will be used. The agency's San Francisco office also has been named to handle advertising for General Savings & Loan Assn., Sacramento.

In New York, Albert Frank has named John W. Adams Jr., a vp, to the board to succeed the late Richard A. Cullinan. John R. Dawson, an account executive in Chicago, has been named a vp.

Bogen Decentralizes Co-op

Bogen-Presto division of Siegler Corp., Paramus, N.J., has decentralized cooperative advertising, effective July 1, by placing complete responsibility for the funds with local sales representatives. The company has also embarked on a new products program and reports that tape recorders, transcription players, office intercoms and additional high fidelity products are being readied for introduction.

Merritt Rejoins Clayton

William O. Merritt has joined Clayton Mfg. Co., El Monte, Cal., as advertising and sales promotion manager. Mr. Merritt was formerly manager of the Los Angeles regional advertising department of U.S. Industries. Mr. Merritt had been with Clayton previously as ad manager, leaving in 1957 to join U.S. Industries.

HIGH AS A KITE—

as high, but no higher than the amount of string that's given it. Something like advertising production costs. The "string"—late hour changes in top drawer decisions, art, copy or whatever—the greater the probability of higher, budget-bending costs.

Actual production requires certain more or less fixed operations. Photoengraving, for example. The more intricate the art copy, the more time is required to reproduce it with the veracity an advertiser expects and should have.

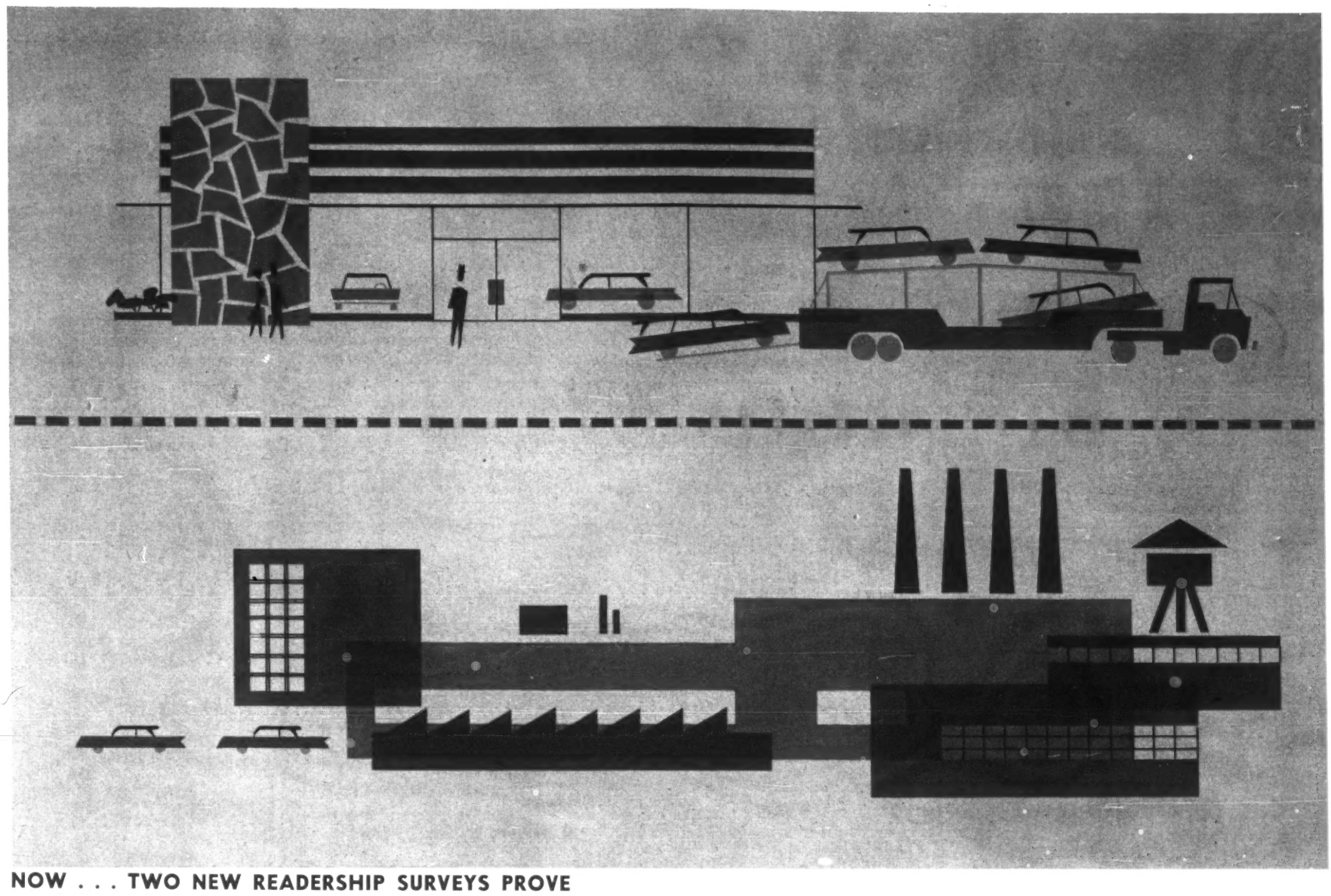
No one is more aware of this than the advertising production executive, and no one is more anxious to provide adequate time. But there are occasions when overtime is inevitable. He knows that his Chicago photoengraver is always ready to "go to bat" for him, and in most cases he tries to make compensating allowances for the added costs involved. Nevertheless, production figures and the budget sheet are bound to be out of balance.

Maybe there's a way to take the excess "string" out of production costs—cooperative purpose and effort to eliminate most of the "cause factors" for instance. Production executives know they can rely on our cooperation.

Chicago PHOTOENGRAVERS *Association*

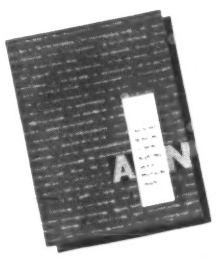
craftsmen in fine reproduction for advertisers

Central Typesetting & Electrotyping Co.
Chicago Engravers
Collins, Miller & Hutchings, Inc.
Dot Engravers, Inc.
The Faithorn Corporation
Globe Engraving & Electrotype Company
Hutchings & Melville, Inc.
Illinois Photo Engraving Co.
Jahn & Ollier Engraving Co.
Kieffer-Nolde Engraving Co.
Laurence, Inc.
Liberty Photo Engraving Co.
Thomas F. McGrath & Associates
Northwestern Photo Engraving Co.
Reliable Etchcraft Corporation
Revere Photo Engraving Company
Rogers Engraving Company
Superior Engraving Company
Washington Photo Engraving Co.



NOW . . . TWO NEW READERSHIP SURVEYS PROVE

YOU SELL 2 BIG AUTOMOTIVE MARKETS WITH JUST 1 AUTOMOTIVE PUBLICATION



MARKET NO. 1
CAR AND TRUCK DEALERS

AUTOMOTIVE NEWS is the Number 1 publication in readership and preference among car and truck dealers!

This and other facts that are important to your selling picture are presented in a new readership survey, *What Automotive Publications Do Car and Truck Dealers Read and Prefer?* R. L. Polk reports state-by-state the readership and preference of all automotive publications.

Whatever automotive product you manufacture or sell, the car and truck dealer is the man who is in constant touch with your ultimate customer . . . the man who is so highly influential in the sales of your products . . . the man you must reach.

And AUTOMOTIVE NEWS is *his* publication! That's why so many advertisers already depend on AUTOMOTIVE NEWS for complete coverage of the vital car and truck dealer market. They know that state by state, week after week, dealers rely on the Newspaper of the Industry. And that's why you should look to AUTOMOTIVE NEWS for the kind of coverage that means greater sales for you . . . on the dealer level!

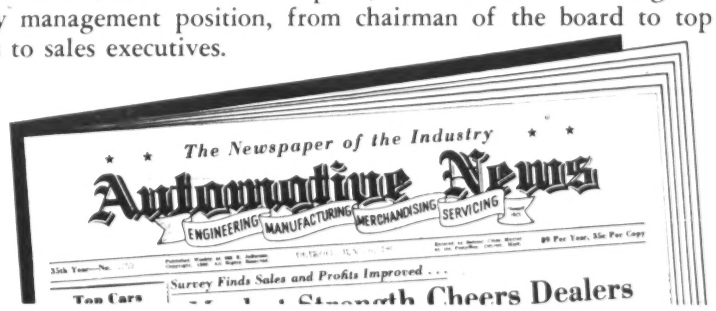
MARKET NO. 2
AUTOMOTIVE MANUFACTURERS

AUTOMOTIVE NEWS is the Number 1 publication in readership and preference among Automotive Manufacturers.

This is the finding of a new independent readership survey, *How To Reach The Men Who Have The Buying Power In America's No. 1 Industry* . . . a survey that is available to you now . . . a survey that is truly *must reading* if you want to reach the men who make the buying decisions.

This survey, conducted by R. L. Polk, determined readership and preference among men in the following titles: Chairman of Board, President, General Manager, Ass't General Manager, Vice-President, V/P Engineering, V/P Sales, General Sales Manager, Ass't General Sales Manager, Car/Truck Sales Manager, Chief Engineer, Engineering, Manufacturing, Styling Executives, Purchasing Director, Service Manager, Advertising, Sales Promotion, Mdse. Manager, Public Relations.

AUTOMOTIVE NEWS means complete, across-the-board coverage of every key management position, from chairman of the board to top engineers to sales executives.



THE MOST INFLUENTIAL PUBLICATION IN THE AUTOMOTIVE INDUSTRY

REPRESENTATIVES:

DETROIT:	R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520
NEW YORK:	Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871
CHICAGO:	J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273
SAN FRANCISCO:	Jules E. Thompson, 681 Market St., Douglas 2-8547
LOS ANGELES:	Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

Texan Owns Liechtenstein Operator of Nicaragua Ship Smuggling Radio to Sweden

DALLAS, April 4—The international "radio pirate ship" that beams popular music and news to entertainment-starved Swedes (AA, April 3) has a Dallas owner, according to a story reported in yesterday's *Dallas Morning News*.

The ship is operated by a Liechtenstein-based company, has a Swedish crew and flies the Nicaraguan flag. Its owner said here last night that the Swedish-language programs—complete with commercials—are being popularly acclaimed on the shores of the Baltic Sea.

The Swedish government claims the whole thing is radio piracy.

■ The owner, Robert F. Thompson, exec vp of Tecon Corp., a Murchison enterprise, said the ship, the Bonjour, is operating some 15 miles off the Swedish coast on a 12-hour-a-day basis, beaming popular music and hourly news to about 2,500,000 people in the Stockholm area.

Mr. Thompson said the ship has been broadcasting since March 11 using recorded programs. He said he was not concerned about Swedish government threats to cut off supplies.

■ Sweden prohibits advertising by radio and television and Mr. Thompson described Swedish state radio as mostly "opera, with some news about once every four hours."

He said his advertising "is about 50% American, and 50% Swedish and international."

As for plans for additional radio ships in Scandinavia and other parts of Europe, Mr. Thompson said his immediate aim is to put the Bonjour on a 24-hour basis, but noted that there is a commercial radio ban in Norway, too. #

HARDWARE PUSH—*The National Retail Hardware Assn. will run this full-color spread-plus-two-fold-out-flaps in the April 22 Saturday Evening Post to mark National Hardware Week. Ten major advertisers will participate in the ad. A feature of the week will be a consumer contest offering Rambler Americans and 600 other prizes. Fuller & Smith & Ross prepared the ad for the association.*

Torney Joins Seven Arts

Kirk Torney, previously managing director of CBS Ltd., London, has been appointed director of station representative sales of Seven Arts Associated, New York, tv film distributor.

Dreher Elects Three

James Yuill, exec vp; Louis Hanke, vp and art director; and William H. Briggs, Jr., marketing director, have been elected directors of Monroe F. Dreher Inc., New York.

Warner-Lambert Will Introduce New Antibiotic

Marketer Has Two New Cold Remedies, Says '60 Was Listerine's Top Year

NEW YORK, April 4—Warner-Lambert Pharmaceutical Co. will enter the antibiotic market this year.

The company also has completed negotiations for the acquisition of Lactona Inc., St. Paul manufacturer of toothbrushes and other oral hygiene products.

These moves were announced yesterday by Alfred E. Driscoll, president of Warner-Lambert, in a talk to the New York Society of Security Analysts.

The company's first entry in the antibiotic field will be Coly-mycin, described as an "extremely effective therapeutic agent" against bacterial infections in the urinary tract.

Coly-mycin will be marketed within 60 days by the Warner-Chilcott Laboratories division, with advertising to the medical profession handled by William Douglas McAdams Inc.

■ Mr. Driscoll noted that "despite the Kefauver hearings and other problems facing our industry," Warner-Lambert expects 1961 to be "a good year" for ethical drugs, which now account for 27% of the company's domestic volume.

The W-L president reported that Listerine had the best year in its history in 1960 and he said the company expects the oral antiseptic market to expand "under the stimulus of other factors."

This was an apparent reference to Johnson & Johnson's marketing of Micrin. Mr. Driscoll said several new products in the Listerine line will be introduced by next year.

He also said that at least two new cold remedies will be marketed this year.

Bromo-Seltzer sales were reported to have broken "a sales plateau of several years," a gain attributed partially to "better advertising copy."

Mr. Driscoll denied reports that Warner-Lambert is for sale, but he emphasized that the company is "actively seeking acquisitions primarily related to the pharmaceutical and international segments of our business."

■ W-L's annual report, distributed at the meeting, showed 1960 worldwide advertising expenditures of $43,629,806, compared with $41,258,511 in 1959.

In 1960, Warner-Lambert sales increased from $190,659,594 to $197,883,506—but profits failed to keep pace, rising only slightly from $16,408,505 to $16,516,632. The disappointing earnings showing was attributed to unsatisfactory sales of Lip Quick, home permanents and Fizzies. #

Quality Chekd Sets First Consumer Push in 5 Years

Quality Chekd Dairy Products Assn., La Grange, Ill., will launch its first consumer campaign in five years with a four-color page ad for its pecan coffee ice cream in the May 27 issue of *The Saturday Evening Post*. An ad featuring cottage cheese is slated for the June 24 issue of the *Post*.

Budget for the consumer campaign is $60,000. The magazine campaign is in addition to the company's already established outdoor advertising and trade publication advertising program. Wentzel & Fluge, Chicago, is the agency.

BALTIMORE is an EVENING Paper Market

and the NEWS-POST its Largest Evening Newspaper...

When you advertise in the News-Post, you reach the market you want to reach -- The Big Market, The Buying Market, The Evening Newspaper Market.

The Baltimore News-Post

FIRST in Baltimore's A.B.C. City Zone
FIRST in the Standard Metropolitan Area
FIRST in Maryland • FIRST in Total

Local advertisers buy Baltimore Evening papers. In 1960, the News-Post carried 1,400,504 more lines of Retail Grocery advertising than the Morning paper.

Source: Media Records

Represented Nationally by HEARST ADVERTISING SERVICE INC.
OFFICES IN: New York Boston Albany Baltimore Philadelphia Pittsburgh Miami Beach Chicago Detroit Milwaukee San Antonio Dallas Los Angeles San Francisco Seattle

Do you know how magazine advertisers have shifted their preferences in the past ten years?

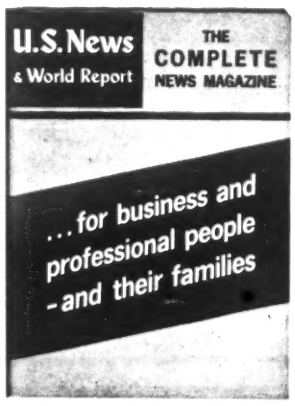
Here's the trend–

Ten Year Shift in Magazine Ranking by Total Advertising Pages

1950	1951	1952	1959	1960	1961 1st Quarter*
1. Sat. Eve. Post	Bus. Week	Bus. Week	New Yorker	New Yorker	New Yorker
2. Life	Sat. Eve. Post	Sat. Eve. Post	Bus. Week	Bus. Week	Bus. Week
3. Bus. Week	Life	New Yorker	Life	Life	Life
4. New Yorker	Time	Life	Newsweek	Time	Time
5. Time	New Yorker	Time	Time	Newsweek	"USN&WR"
6. Newsweek	Newsweek	Newsweek	Sat. Eve. Post	"USN&WR"	Newsweek
7. Vogue	Vogue	"USN&WR"	"USN&WR"	Sat. Eve. Post	Sat. Eve. Post
8. Good H.	Better H&G	Pop. Mech.	Fortune	Fortune	Vogue
9. Better H&G	Good H.	Vogue	Sports Ill.	Sports Ill.	Fortune
10. Collier's	Collier's	Better H&G	Vogue	Vogue	Look
11. Pop. Mech.	"USN&WR"	Fortune	Look	Look	Sports Ill.
25."USN&WR"					

Source: 1950-1960; Publishers Information Bureau.
**1st Quarter, 1961; "USN&WR" Market Research Division, pending PIB report.*

Right now, when advertising dollars must work their hardest, only four other magazines carry more advertising pages than "U.S.News & World Report"



National advertisers and their advertising agencies are increasingly alert to the relative strength of the magazines that carry their advertising. In 1950, just two years after "U.S.News & World Report" was first published in its present form, it carried 1,116 pages of advertising. By 1960, advertising had more than doubled, 2,836 pages.

What brought about this growth? The tremendous need on the part of America's important people for the essential news of national and international affairs, mainly. "U.S.News & World Report" is the only magazine devoted *entirely* to the reporting and analysis of this news. It does so *completely*, printing more pages of news than any other news magazine—much of it exclusive, original news found in no other magazine or newspaper.

It is understandable, therefore, why "U.S.News & World Report" has so quickly attracted a weekly audience high in quality and big in numbers—now more than 1,200,000. National advertisers now are aware that in "U.S.News & World Report" they can address their messages to the highest concentration of the important managerial people in the U.S., with the highest average family income, of *any* magazine with more than 1,000,000 circulation.

It is also understandable, therefore, why more and more major companies with something to say or sell to the important high-income people—in business, industry, government, the professions and the community—now select "U.S.News & World Report" to spearhead their 1961 advertising campaigns. To more and more such companies, it is—

... the most important magazine of all

U.S.NEWS & WORLD REPORT

America's Class News Magazine

NOW MORE THAN 1,200,000 NET PAID CIRCULATION

For the documented facts on how "U.S.News & World Report" covers the people and markets most important to you, contact your advertising agency or our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington, and London.

TV Nets' Use of Re-Runs Means Loss of Summer as Test for New Shows

By Maurine Christopher

NEW YORK, April 6—If the thinking which now straitjackets television—give them old stuff in the summer and get busy on the fall schedule—had prevailed a few years ago, tv might never have had the "Ed Sullivan Show," "Armstrong Circle Theatre," "I've Got a Secret," "GE Theater" or the "Lawrence Welk Show."

All these veteran shows got their start in the days when summer was still considered a time for trying out new show ideas and performers. A program was given a warm weather run at reduced prices, and if it caught the public fancy, it would be on the network's fall schedule.

Ed Sullivan, longevity champion of the bigtime video attractions, started in June, 1948, in his present time spot on CBS. His first advertiser was Emerson Radio & Phonograph Corp. Since then he has been sponsored by Lincoln-Mercury, Eastman Kodak, Colgate-Palmolive, and, as of next season, Revlon and Lorillard, along with Colgate.

■ Nowadays there is no television tryout season. Summer is for reruns. Few people experiment or look for sleepers. They make the cheap, easy choice—films or tapes off the shelves. There are occasional exceptions. State Farm Insurance and Lipton Tea, for example, bought a Wayne & Schuster situation comedy as a summer filler for Jack Benny. But the chances are the CBS fall schedule will be all locked up by the time the Canadian comedians start their summer run. Even if they turn out to be sensational rating pullers, there is no spot in the fall lineup for them.

Besides the six shows already mentioned, there are 24 other hardy perennials. This group includes programs that have run in prime network time for four seasons or more, with assurances of another season coming up.

But mainly television's past is strewn with dead shows. The medium's mortality rate is only slightly lower than that of villains in the video shoot-em-ups. For years it was about 50%; in 1959 it climbed to 60%. The 1960 network show death rate will be about that high. Of the 109 regularly scheduled hour and half-hour nighttime shows in 1960, 43 were hopeful new entries. At this writing it looks as though only 17 or 18 of these will be on the 1961-'62 schedule.

Program	Starting Date
Ed Sullivan	June, 1948
Perry Como	December, 1948
What's My Line	February, 1950
Armstrong Circle Theatre	June, 1950
Jack Benny	October, 1950
Groucho Marx	October, 1950
Red Skelton	September, 1951
Dinah Shore	November, 1951
I've Got a Secret	June, 1952
Ozzie & Harriet	October, 1952
GE Theater	June, 1953
Danny Thomas	September, 1953
U.S. Steel Hour	October, 1953
Father Knows Best	October, 1954
Lassie	September, 1954
Lawrence Welk	July, 1955
Gunsmoke	September, 1955
Cheyenne	September, 1955
Alfred Hitchcock Presents	October, 1955
Ernie Ford	October, 1956
To Tell the Truth	December, 1956
Tales of Wells Fargo	March, 1957
Bachelor Father	September, 1957
The Price Is Right	September, 1957
Have Gun, Will Travel	September, 1957
Wagon Train	September, 1957
Perry Mason	September, 1957
The Real McCoys	September, 1957
20th Century	October, 1957
Leave It to Beaver	October, 1957

■ These are the attractions that have fought off all comers to keep going year after year on nighttime network tv. They have lasted through sponsor cancelations, network shifts and or format revisions, but all have one thing in common—they have managed to keep off the casualty lists, including that for the 1960-'61 season. #

Ward Sets Unit for Volume Sales

CHICAGO, April 6—Montgomery Ward & Co. has formed a new contract and commercial sales department to sell merchandise, supplies and equipment to quantity purchasers such as builders, contractors, business houses, institutions and government agencies.

The department, which will not deal with retail consumers, will sell merchandise carried in the Ward catalogs and retail stores, plus other merchandise produced to specification by the company's suppliers. The program is being introduced initially through 57 large Ward retail stores across the country. Ward will open the first of a number of contract and commercial offices in Chicago in about four months. The company is making special financing available to buyers.

C. W. Wagner, formerly national sales manager for heavy lines, has been named manager of the new department. He told ADVERTISING AGE some advertising will be done as soon as the program is tested. Ward is drawing up specification sheets on the merchandise; accompanied by photographs. A special catalog is under consideration.

One of the department's first sales was to a builder of a 20-home project, who obtained about 75% of materials needed for the project from Ward. Ward salesmen will staff two model homes furnished and decorated by Ward to write up orders for home furnishings. #

Dalton Sets 'Ready for Summer' Push to Promote Metrecal

NEW YORK, April 6—Mead Johnson & Co. has launched a new drive for Metrecal.

The Edward Dalton Co. division of Mead Johnson, via Kenyon & Eckhardt, has bought filmed minute participating spots on eight daytime and three ABC-TV nighttime shows and four NBC-TV evening shows. The spots will run through June and will tie in with the "ready for summer" promotion Dalton has scheduled at point of sale to plug its liquid-or-powder diet meal.

Dalton's present 26-week sponsorship of "The Valiant Years," the Winston Churchill war epic on ABC-TV, runs out June 12.

Four-color spreads for Metrecal have been scheduled by Dalton in *Ladies' Home Journal*, *Look*, *McCall's*, *Reader's Digest* and *The Saturday Evening Post*. Theme is that consumers should "get ready for summer" by paring off pounds. #

Co-Ordinated Adds One

Treat Potato Chip Co., Brooklyn, has named Co-Ordinated Marketing Agency, New York, to handle its account. The former agency was Weiss & Geller, New York.

STARCH OUTDOOR RATINGS—*The poster for Swift's premium franks was rated the top poster in the Starch national outdoor ratings for the four weeks ending March 8 with a copy performance index of 76. Second was Hamm's beer, with an index of 73 and Sunbeam was third with 65. The remaining seven of the top ten were Coca-Cola-king (57); Coca-Cola-regular (56); Standard of California-Chevron (52); Buick Special (48); Atlantic gas (46); Signal gas (46); Morton salt (45).*

Processors Added to Idaho Potato, Onion Commission

BOISE, April 5—The Idaho Potato and Onion Commission, promotion agency supported by assessment on the industry, has been enlarged under a new state law.

Formerly, it was composed of five growers and two shippers. Now membership has been extended to include two processors, making the total nine. The addition of processor-members brings into the commission representation of companies making frozen French fries and similar products and also dehydrated instant mashed potatoes.

The proportion of the Idaho crop that has been converted to processed products has risen sharply in the past three years, and from July 1 up to March 1, U.S. Department of Agriculture data indicate, the amount processed had risen 56% over a year ago.

Commission members continue to be appointed by the governor, but hereafter the governor must choose from nominees submitted by the industry.

Advertising for the commission is handled jointly by Cline Advertising Service, Boise, and Botsford, Constantine & Gardner, Portland, Ore. #

Adams & Keyes Adds Account; Appoints Sadler to Staff

Adams & Keyes, New York, has been named to handle Trenton cake mixes for Trenton Milling Co., Trenton, Ill. Promotion for the five mixes now available, at 33¢ each, is on a city-by-city basis, starting in Pittsburgh this month. This is the company's first consumer agency.

Adams & Keyes also has named Ralph Sadler, formerly vp and copy chief of John Mather Lupton Co., a copywriter and contact man.

SEC Sets Rules for Investment Counselor Ads

WASHINGTON, April 5—The Securities & Exchange Commission solicited comments today on proposals which crack down on the kinds of ad claims that can be used by investment counselors.

Many of the proposed restrictions are directed at testimonials and references to past successes. The SEC said such ads are misleading "by their very nature" because they emphasize comments and activities "favorable to the investment counselor and ignore those which are unfavorable."

The proposals are directed at approximately 1,600 investment advisers, who are currently the only major segment of the promotional section of the investment industry exempt from SEC controls.

■ SEC rules governing advertising by brokers, dealers, investment companies and underwriters have been in effect since the early days of the commission. Specific control over investment advisers had not been authorized, however, until the adoption of new legislation by Congress last year.

The new SEC rules deal with a gap in the regulatory system which came in for sharp criticism in the recent report on regulatory agencies by James M. Landis.

In his list of suggestions for SEC, Mr. Landis said controls are badly needed against "so-called investment advisers, many of whom have morals not exceeding those of tipsters at the race track.

"Even our conservative newspapers carry horrendous advertisements as to the prowess of particular advisers," Mr. Landis wrote, "and the aura that these advisers have engendered has led to imitation of their tactics by large and respectable brokerage houses."

■ The rules are to apply to anyone who collects a fee for counseling investors on when to buy or sell securities, regardless of whether the organization is registered with SEC. Under this broad definition, SEC pointed out, the rules would apply to ads for charts, graphs, or methods which are offered directly or indirectly as an aid in helping investors reach their buying decisions.

Under the 1960 law, SEC is authorized to prohibit any investment adviser from engaging in any act or practice which is "fraudulant, deceptive or manipulative." Fines up to $10,000 and two year jail sentences are authorized against advisers who violate SEC rules.

Examples cited by SEC in its proposals include a newspaper ad referring to a special situation where "we expect stock prices to double or triple." Another involved a direct mail piece which reported, "if you had acted on our advice not too many months ago, you could have turned $1,000 into $2,137 in just 68 days."

■ One provision of the proposed rule would prohibit advertisements containing testimonials of any kind concerning the adviser, or any advice, analysis, report or other service. It would also prohibit use of any advertisement which calls attention to past recommendations of the investment adviser which were, or would have been, profitable to any persons.

Another provision would prohibit an investment adviser from using an advertisement which represents directly or indirectly that any graph, chart, formula, method, system or other device being offered can in and of itself be used to determine which securities to buy or sell, or when to buy or sell them. The same section bans any ad representing that such materials will enable or assist any person to make his own decisions as to which securities to buy or sell, or when to buy or sell, without fully disclosing the difficulties and limitations with respect to its use.

The term "free" is banned, unless the item is in fact free, and subject to no conditions or obligations. A final general provision makes it unlawful to use any advertisement if it contains any untrue statement of a material fact, or is otherwise false or misleading.

Comments are due at SEC by May 15. #

Vespa Sets New Drive

Vescony Inc., Boston, new eastern distributor of Vespa motor scooters, will be using *Playboy* and *Sports Illustrated* in a new campaign beginning in May. George J. M. Riseman Inc., Boston, is the agency.

Net TV Billings

January, 1961

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports.

	January 1960	January 1961	% Change
ABC	$13,260,101	$15,898,310	+19.9
CBS	23,477,358	22,930,402	— 2.3
NBC	20,980,897	23,003,680	+ 9.6
Total	$57,718,265	$61,832,392	+ 7.1

Parts of the Day

	January 1960	January 1961	% Change
Daytime	$17,240,574	$21,008,648	+21.8
Mon.-Fri.	13,269,546	17,053,341	+28.5
Sat.-Sun.	3,971,028	3,947,307	— .6
Nighttime	40,477,691	40,831,744	+ .9
Total	$57,718,265	$61,832,392	+ 7.1

The calculations of the computer must be rapidly presented in usable form.

This is the read-out function.

Ideally, the read-out device should operate as fast as the computer, so the information can be used without delay.

To be valuable, the news generated by the electronics industry must also be translated into readable form without delay.

Electronic News' speed and flexibility is ideally matched to the needs and tempo of electronics.

read-out

read-out

read-out

American Tobacco Reports Decline of Hit Parade

But Over-All Picture Is Good; '61 Profit Rate Is at High, Stockholders Told

NEW YORK, April 6—Paul M. Hahn, president of American Tobacco Co., owned up yesterday that Hit Parade has been a high-filter flop.

Asked at American's annual meeting in Flemington, N. J., last night, whether the company had absorbed losses resulting from the introduction of the brand in 1956, Mr. Hahn said, "We are no longer actively promoting the brand." However, the brand remains on the market and still has "respectable" sales, he added.

Current sales, trade sources indicate, probably are not above a rate of half a billion units for the year.

Mr. Hahn's official account of the multi-million-dollar venture that never got very far off the ground rounded out Hit Parade's history as a brand that:

1. Caused Batten, Barton, Durstine & Osborn to drop the $1,250,000 *Reader's Digest* account.
2. Brought about a mid-career account group shakeup at BBDO.
3. Raised a little hassle with *Time* over use of the magazine's name in an ad.

■ Hit Parade sold 3.5 billion units in 1957, its first full year on the market. But by early 1958, industry sources indicated it was not catching on as fast as the company would have liked.

Soon after getting the brand on the market in 1957, BBDO resigned the *Reader's Digest* business because of a "conflict" with American Tobacco. The agency denied having yielded to an alleged ultimatum from American: "Either the *Digest* goes or we go."

Back of the "conflict" was American's displeasure at an article in the July, 1957, *Digest*, "The facts behind filter-tip cigarets." The article said in some cases filters actually exposed the smoker to more tar and nicotine than plain tips. The article characterized Hit Parade as among filters that "rank highest in both tar and nicotine."

BBDO had handled placement of promotion ads for the article in 200 cities.

■ Next phase of Hit Parade's rough career was marked in August, 1957, by national distribution of a new crushproof box. At the same time, a "tremendous" ad campaign was launched in all major media. The campaign followed closely on the heels of a big shakeup of the BBDO account group. No explanation of the shakeup was given, but it coincided with reports that American had already spent about $10,000,000 on the brand in the previous few months.

Hit Parade was modified in June, 1958, and appeared with a new filter—said to have 400,000 filter-traps—topping anything else in the field. Parliament claimed a mere 30,000; Viceroy 20,000. Hit Parade also was claimed to deliver 12% to 43% less smoke solids than other leading filters. A massive ad campaign backed the new filter.

The company and agency were immediately involved in a hassle with *Time*. American ran a tabloid-size ad in New York dailies saying, "Thank you, *Time Magazine*, for setting the record straight on Hit Parade's superior filtration in your Aug. 11 issue. . . ." The reference was to research figures quoted in the magazine. *Time* protested to BBDO, but the agency made no public comment.

■ A month after Hit Parade with the new filter got its big blast-off, American introduced dual-filter Tareyton.

Tareyton, a spokesman for Mr. Hahn said today, gave the company "two legs in that field." After a while, American put all the heat on Tareyton, at the expense of Hit Parade. Advertising for the brand came to an end about 18 months ago. Hit Parade was still being produced, he said, but it was no longer a "big league" item.

The company today declined to reveal either sales or advertising figures on Hit Parade. However, trade sources estimate that the brand sold 2.8 billion units in 1958, dropped 46.4% to 1.5 billion in 1959, and a further 60%-plus last year, to a total of about half a billion units.

An industry source said, "Hit Parade just never got off the ground. Initially its advertising was merely a copy of Kent's [P. Lorillard Co.].

"Moreover, the name itself was bad. Another reason was that the packaging wasn't elegant enough for the kind of people who were looking for a low-tar cigaret."

■ Mr. Hahn last night told the annual meeting that the company wasn't going to rush into the introduction of new brands. Referring to American's menthol cigaret which has been test-marketed for two years, he said the company did not want to introduce it nationally "and see it die."

Mr. Hahn was understood to be referring to Riviera, handled by Sullivan, Stauffer, Colwell & Bayles (which also has Pall Mall). The brand was being tested in 12 or 14 markets a year ago, in some with an all-green chlorophyll filter, in others with a dual green and white filter.

He said that Lucky Strike's first quarter sales were 0.2% below the volume in the same period last year. ✒

■ The company's profits for the first two months this year were a record for that period. Sales gains for this two-month period exceeded the $13,500,000 gain which the first quarter of 1960 showed over the first quarter of 1959. Sales in the 1960 first quarter totaled $275,000,000, up from $261,600,000 the year before. First quarter earnings in 1960 were $13,511,000, or 98¢ a share, as against $12,818,000, or 92¢ a share, in 1959. ≠

Fotorite Names Gourfain-Loeff

CHICAGO, April 4—Fotorite Inc. has named Gourfain-Loeff to handle advertising for its new Fotorite machine which produces a permanent semi-dry photo print in 15 seconds.

Fotorite is a new subsidiary of Geiss-America, also a Gourfain-Loeff client.

Advertising initially will be in trade and business publications going to architects, printers, agencies, industrial photographers, designers, publishers and related fields. Direct mail is also planned.

Consumer advertising will begin when a modified version of the machine is ready for distribution.

The Fotorite machine is used in conjunction with an enlarger or contact printer, which imprints the picture on special paper. The paper is fed into the machine, where a motor takes it through chemical processing and produces a finished print. ≠

Dornseif Hertz Hart Carroll Stakes

NEW GROUP—*Steps have been taken to establish a national organization of broadcast industry financial personnel at a meeting in Chicago. Playing key roles in the formation of the group are Henry W. Dornseif, WCCO, Minneapolis, radio-tv outlet, chairman of the steering committee; Arthur H. Hertz, Wometco Enterprises, Miami; Charles A. Hart, WHDH, Boston radio-tv outlet; Tom Carroll, Indianapolis radio-tv outlet; and Richard S. Stakes, Evening Star Broadcasting Co., Washington.*

Aileen Sets $250,000 Push in Magazines, Sunday Supplements

NEW YORK, April 4—Aileen Inc., sportswear manufacturer, has boosted its ad budget to $250,000 this year to support an anticipated sales volume of $10,000,000. This is an impressive increase over 1956, when the company ran its first national ad with a budget of $30,000 and a sales volume of less than $1,000,000.

The campaign this year will be a continuation of last year's "travelog" ads built around the theme that travel and holidays "are more so with Aileen." The ads, all photographed in a vacation spot, are illustrated by one large photo plus about 18 small ones laid out in film-strip fashion. Featured in each ad is a young tourist couple.

Rather than typical fashion pictures, most of the photos are humorous gag shots or informal street scenes such as a couple of young vacationers might snap.

■ Last year, the Aileen travelog ranged from a weekend in Nassau, to a trip through French vineyards, to a jeep ride in Mexico. Now 24 ads and 25,000 miles later, the company is getting ready for its 1961 round of vacation photography. Disneyland, Hawaii and the British Isles are a few of the locations on the agenda.

About 30-35 color pages will appear monthly in fashion magazines and Sunday supplements: *Glamour*, *Good Housekeeping*, *Mademoiselle* and *Seventeen*, plus the *New York Times* and *Chicago Tribune* magazines.

Gilbert Advertising is the agency. ≠

EL TORO—*This color page photographed in Mexico will appear in May issues of Seventeen and Chicago Tribune and New York Times magazines as part of Aileen Inc.'s travelog campaign.*

GE to Break Drive for New Refrigerators

Magazines, TV, Plus Dealer Ads in Dailies to Push 18.8' Spacemaker

NEW YORK, April 5—General Electric Co. by late summer expects to introduce its Spacemaker refrigerator—an 18.8 cu. ft. model which fits in the space of the old 10 cu. ft. models.

"One of the biggest campaigns we've done in years" is planned for the Spacemaker. Commercials on "GE Theater" (CBS-TV) will be augmented by ads in a variety of magazines—women's, shelter, farm, and weeklies. Extensive promotion material is planned for dealers. Distributor newspaper ads will be coordinated with the factory program. The campaign should break in July or August, depending on production and distribution.

■ "Space" will be the theme of the campaign, with the ads pointing out that the new 18.8' Spacemaker fits into the same space now occupied in many kitchens by the old 10', so no remodeling will be required. The ads will explain that this extra space is due to "thin-wall insulation"—Freon-filled polyurethane which is "twice as efficient as ordinary glass fiber, so that only about one-half the thickness is needed."

GE expects the trend toward larger refrigerators to keep right on continuing. In 1953, 65% of the refrigerators sold were 9 cu. ft. or smaller, while 6% were 12 cu. ft. or larger. In 1959, the situation had reversed, with 78% of the refrigerators being 12 cu. ft. or larger. By 1962, the company expects the figures to be 80% for the 12 cu. ft. models and 20% for the 15 cu. ft. ones.

Young & Rubicam is the agency. ≠

Wyoming D.A.s to Enforce Anti-Trading Stamp Law

The Assn. of Wyoming County Attorneys has agreed to prosecute all merchants and trading stamp companies issuing stamps on a cash redemption basis, except those merchants exempted by law. Wyoming law allows merchants to issue and redeem stamps with their own customers. The exemption does not include trading stamp companies. The attorneys' association has invited the stamp companies to bring a civil suit to determine the law's legality.

Adman Must Be Responsible to Culture:Cummings

Compton Head Tells R.O.P Color Meet Need for Improvements in Hi-Fi Ads

ROCKFORD, ILL., April 7—Barton A. Cummings, president of Compton Advertising, back in his hometown where his father ran an advertising agency for many years, took the occasion to (1) suggest a credo for advertising men, (2) dispute the views of Rosser Reeves, (3) urge a cleanup of local advertising, and (4) commend r.o.p. newspaper advertising while recommending technical improvements, particularly in Hi-Fi advertising. He spoke at the newspaper color seminar held here.

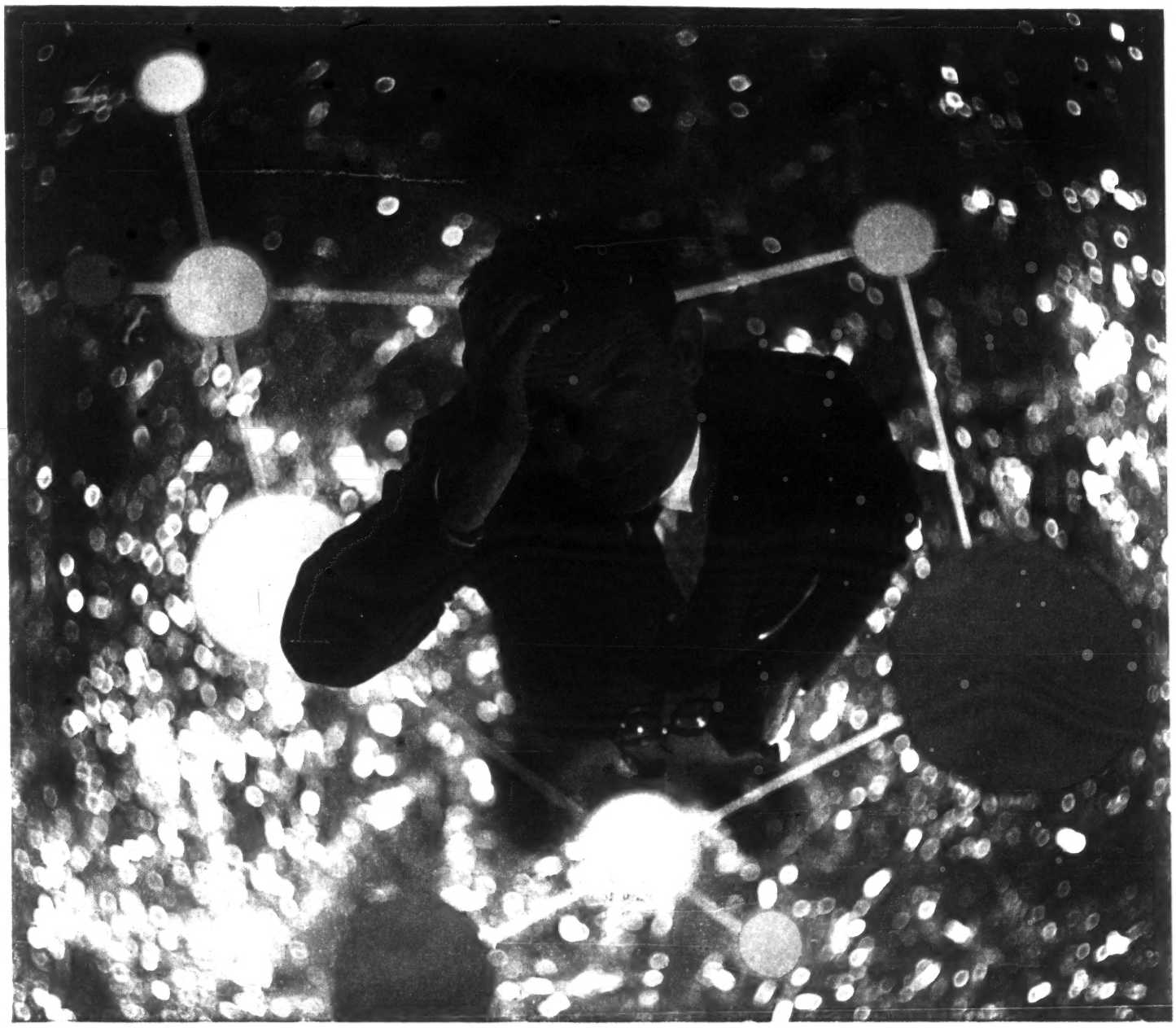
Mr. Cummings' credo embraced these points: (1) The primary responsibility is to maintain at the highest level the character, integrity and quality of work for clients; (2) in serving clients, it is important to be mindful of the effect of the work on the total economy; (3) that the adman "must be acutely conscious of our responsibility to the cultural standards of the vast communications complex of the U.S., which these funds support . . . we should never support with advertising funds . . . anything not culturally acceptable to members of our own families"; (4) advertising men can meet these responsibilities to client, economy and culture "only if we are true to our own inner dignity."

■ Mr. Cummings noted that a competitor had shocked the advertising business by publishing the view that "most advertising men are still necromancers at heart. They do believe in ghosts. They listen to voodoo drums, whisper magic incantations, and mix, in their potions, eye of newt and ear of frog. Some day, like the barber surgeons of 400 years ago, they must begin to look objectively at their craft." [This is from Rosser Reeves' "Reality in Advertising," the book which helped to spring Mobil Oil from Compton to Ted Bates & Co. Mr. Reeves was never mentioned by name in the Cummings speech.]

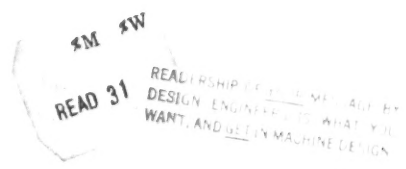
■ "I want to clarify why I think just the reverse from the irresponsible statements voiced by a man who maligns his own profession. I am convinced that the advertising business stands as one of the most responsible institutions of our economy and of our culture. There are no magic incantations in advertising except on the part of prototypes of ambulance chasing lawyers, quack doctors, and fast buck business men."

In r.o.p. color, he pointed out that Compton uses wallpaper designs (the Hi-Fi process) successfully in reproducing Duncan Hines cake mix ads; Compton used a newspaper overprint of a coupon down a 3" gutter beside the preprinted sheet, and was the first agency to introduce pre-print color with a local purchase incentive in a b&w coupon. The technique has been successful. In 1960 about 20 different wallpaper ads with and without coupons appeared in some 500 U.S. newspapers.

■ He called attention to the work of J. F. Crosfield Electronics, London, whose Insetter equipment measures the rate at which the roll of pre-printed color tends to creep as it runs through a press, and through photo-electric inspection controls the rate of speed at which the paper is fed and thus controls slippage. ≠



media director or design engineer?



BPA NBP MACHINE DESIGN

He's a media man caught in the chain reaction of problem solving. He shifts strategy, drops newspapers, adds magazines . . . decides to diversify, adds six . . . decides to concentrate, drops seven . . . all the while blending creative intuition against an ocean of facts. The design engineer also finds one decision leads to another . . . and another. Solves a drive problem . . . needs a new control . . . needs a different material . . . now a fastener . . . and so it goes. To keep ahead in either field, media or design, they must keep ahead in *all* areas. The design engineer keeps on top of his job by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

MORE EDITORIAL AWARDS

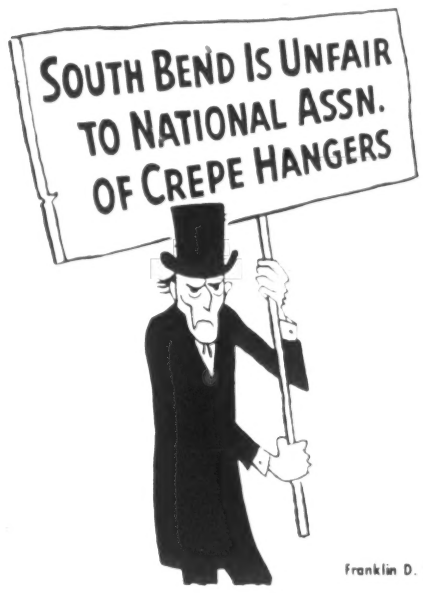
MORE READERSHIP

MORE ADVERTISING PAGES

MORE READER RESPONSE

MORE EFFECTIVE CIRCULATION

MORE MARKETING AIDS



No Room for Gloom

South Bend has room for improvement, but none for despondency. Employment problems aren't being ignored, they're being solved by local groups while town-hopping pessimists talk and wring their hands. This is still Indiana's richest market, and The South Bend Tribune still covers it like a blanket! Write for a preview of statistics. Per capita and per household incomes are state's highest.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend Test Market Seven Counties over One Half Million People

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc., National Representatives

Information for Advertisers

"Planning an Incentive Campaign," a 32-page manual on the "why and how" of incentive campaigns, has been published by the **John Plain & Co.** The first two sections deal with why incentive programs are successful and their basic organization. The materials and aids available from John Plain are described in the third section. Single copies of the manual are available from John Plain & Co., Premium & Incentive Division, 427 W. Randolph St., Chicago 6.

• "How to Sell Glassware with Groceries," a 23-page booklet suggesting ways to merchandise glassware in food stores, is available from **Anchor Hocking Glass Corp.**, Lancaster, O.

• "The Expanding Market in Canada for U.S.A. Packaging Machinery," a folder describing the Canadian packaging market and the market for machinery and equipment, has been published by **Wallace Publishing Co.**, 146 Bates Rd., Montreal 26.

• **Fairchild Publications** has published its spring 1961 "Men's & Boys' Wear" directory, containing 5,855 resources serving the industry. Fairchild has also issued its spring 1961 "Teens', Girls', Children's & Little Boys' Wear" directory, containing 6,350 resources. Copies of the directories may be obtained from Fairchild Publications, Directory Division, 7 E. 12th St., New York 3.

• "How to Merchandise Publication Advertising," a 16-page basic guide to aid in planning an effective merchandising program, has been published by **American Marketing Services.** The manual includes 47 specific examples of effective techniques of merchandising advertisements which have appeared in magazines, newspapers and business, professional and technical publications. Copies, priced at $1 each, may be obtained from American Marketing Services, 610 Newbury St., Boston 10.

• "These Are Our Best," Volume 2, a booklet containing 40 ads considered by the ad manager responsible for each to be his best "or at least one of the best," has been published by the **Assn. of Industrial Advertisers.** Priced at $5 for both volumes, copies may be obtained from Assn. of Industrial Advertisers, 271 Madison Ave., New York 16.

Canadian Family Opinion Opens in Toronto

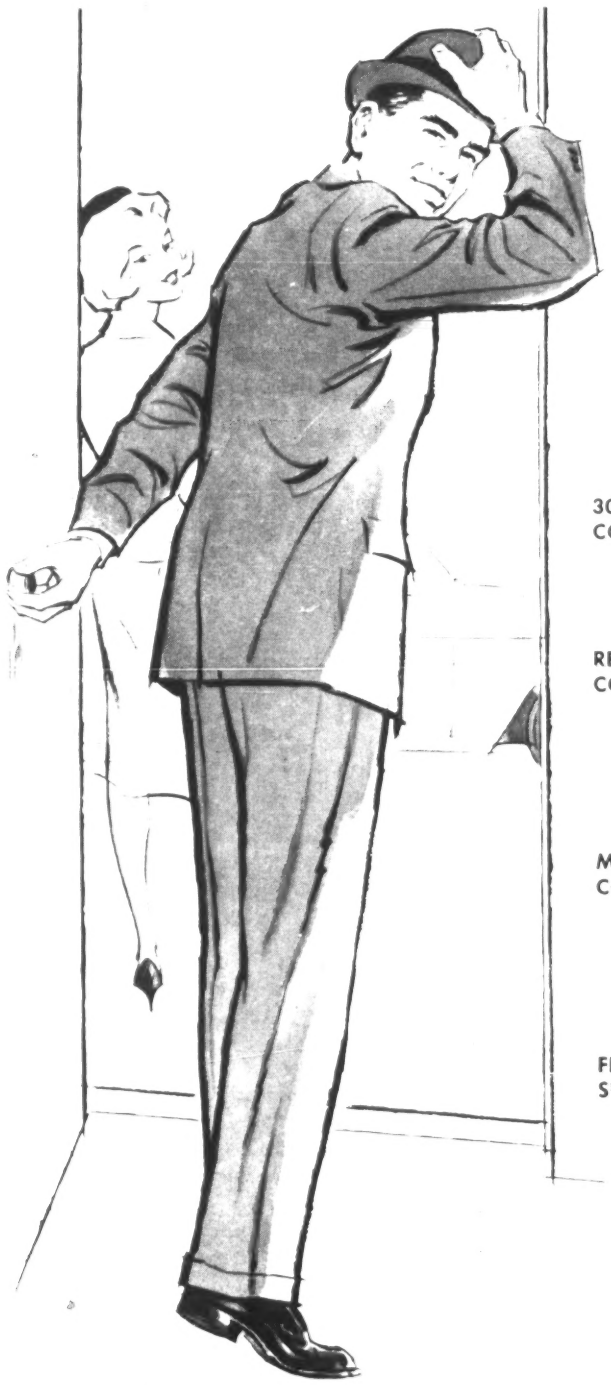
Canadian Family Opinion, a new consumer research company, has been formed in Toronto by National Family Opinion Inc., Toledo, and Canadian Facts Ltd., Toronto. It will provide a statistically representative sample of Canadian families willing to cooperate in answering questions by mail in connection with use habits, home inventories, blind product testing and test market studies. Jack A. Trumbull, vp of National Family Opinion, will be consultant in mail panel techniques.

Prudential Will Continue as 'Twentieth Century' Sponsor

Prudential Insurance Co., Newark, will continue sponsorship of "The Twentieth Century," weekly documentary series on CBS-TV, next fall. The show is in its fourth year of Prudential sponsorship. The company also will continue its Twentieth Century film lending and teaching aid services. Reach, McClinton & Co. is the agency.

Seiberling Sets Campaign

Seiberling Rubber Co., Akron, will use ads in *Newsweek*, *The New Yorker* and *Sports Illustrated*, plus participations on two National Basketball Assn. game telecasts on NBC in April, to promote its tires. Local franchised dealers will be offered a variety of advertising materials. Meldrum & Fewsmith, Cleveland, is the agency.



"SELL ME ON SUNDAY" SAYS BUFFALO "SATURDAY IS MY NIGHT OUT!"

Readers and advertisers alike prefer the Sunday Courier-Express to the "weekend" Saturday Evening News. Here are the facts and figures to prove it:

303,666 FAMILIES BUY THE SUNDAY COURIER-EXPRESS

Buffalo's only Sunday newspaper. That's the largest circulation of any newspaper — daily or Sunday — in New York State outside New York City.

READERS SPEND DOUBLE FOR THE SUNDAY COURIER-EXPRESS

At 20¢ a copy 303,666 families pay $60,700 each Sunday for the Courier-Express. That's more than twice as much as they pay for the "weekend" Saturday Evening News, priced at 10¢. And no wonder — the Sunday Courier-Express has twice as many pages.

MORE PEOPLE READ THE ADS IN THE SUNDAY COURIER-EXPRESS

Carl J. Nelson Research Inc. studied **both** the Sunday Courier-Express and the "weekend" Saturday Evening News. The percentage of city zone people who read display advertising proved highest for the Sunday Courier-Express.

FIVE TIMES AS MUCH ADVERTISING RUNS IN THE SUNDAY COURIER-EXPRESS

When you count the lines, you know that ads **must** pull better in the Sunday Courier-Express. In a typical recent month (with no holiday on the weekend) 1,025,283 lines ran in the Sunday Courier-Express, 206,047 lines in the "weekend" Saturday Evening News.

So — start selling Buffalo on **Sunday** — for heaviest saturation. And for consistent concentration throughout the week, among families with more dollars to spend, use the Morning (Daily) Courier-Express.

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

ROP COLOR
7 DAYS
Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES
NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO

GUESS—*Foundation garment buyers in department stores and specialty shops get to test their memories in a contest sponsored by Maidenform Inc. and Ladies' Home Journal in which they are asked to supply the correct "I dreamed" headline to illustrations from Maidenform bras ads which have run in the past ten years.*

LOUIS GERARD

ENGLEWOOD, N. J., April 4—Louis Gerard, 46, director of advertising and publicity for the Trans-Lux Theatres Circuit, died at his home Friday. He had been with Trans-Lux nine months; previously he was with United Artists, Columbia, Eagle-Lion, Twentieth Century-Fox, Universal-International and American Broadcasting Co.

MRS. EDWARD J. THOMAS

NORWALK, CONN., April 4—Mrs. Nellie M. Thomas, 89, owner, president and publisher of the *Norwalk Hour*, died at Norwalk Hospital Friday. She was the widow of Edward J. Thomas, former president of the newspaper, who died in 1933.

MOSES WILLIAMS

WORCESTER, MASS., April 4—Moses Williams, 76, formerly assistant to the publisher of the *Worcester Telegram - Gazette*, died here Friday. Mr. Williams also worked for the *Albany Evening News* and *Albany Knickerbocker Press*, and was active in the New England and national associations of the Associated Press.

ANDREW E. SHEEHAN

BOYNTON BEACH, FLA., April 4—Andrew E. Sheehan, 62, who retired in 1956 as director and circulation manager of Conde Nast Publications, New York, died March 24 in the hospital after a short illness. #

Broadcast Promotion Group Opens '61 Membership Drive

Broadcasters' Promotion Assn. has launched its 1961 membership drive with an illustrated brochure sent to some 700 radio and tv promotion managers and 290 allied companies.

The 290 companies include station representatives, advertising agencies, advertisers, public relations companies, research organizations, film producers, and the broadcasting and advertising trade press. A similar mailing is planned soon to stations and allied companies in Canada.

'L.A. Times' Promotes Nelson

Robert D. Nelson, marketing manager of the *Los Angeles Times*, has been appointed vp-sales and will direct the newspaper's display, circulation, classified and syndicate departments. The title of marketing manager will be eliminated.

Central American TV Network Signs Five New Sponsors

The Central American Television Network has announced the addition of three new programs and the signing of five new sponsors. The five-station, five-country network will begin telecasting "Circus Boy" the week of April 10, with sponsorship by Corn Products (via Foreign Advertising & Service Bureau, New York). The following week "Star Performance" will debut, backed by Scott Paper (via J. Walter Thompson Co., Mexico City), S. C. Johnson & Son and Super-Det, a local detergent.

Also in mid-April, Pan American World Airways will begin sponsorship of "Markham" (via J. Walter Thompson Co., Miami). American Broadcasting-Paramount Theatres owns a minority interest in CATVN, which is comprised of stations in El Salvador, Guatemala, Nicaragua, Honduras and Costa Rica.

Fitzgerald Names 8 VPs

Fitzgerald Advertising Agency, New Orleans, has named eight new vps. The new vps are John W. Barnetson, Walter K. Collins, Harold R. Huffman, Joseph L. Killeen Jr., Dan MacMillan, James J. McMahon, John J. O'Connell and Mrs. Mildred H. Thomas. Mr. Collins is tv creative director and Mr. MacMillan is print creative director. The other six are account executives.

PHOTO STAMPS—"TIP ONS"
Gummed miniature reproductions from your original photos or negatives. 13 sizes can be ordered in quantities 100 upwards. 5 to 7 days service. Write for samples and price list.
THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

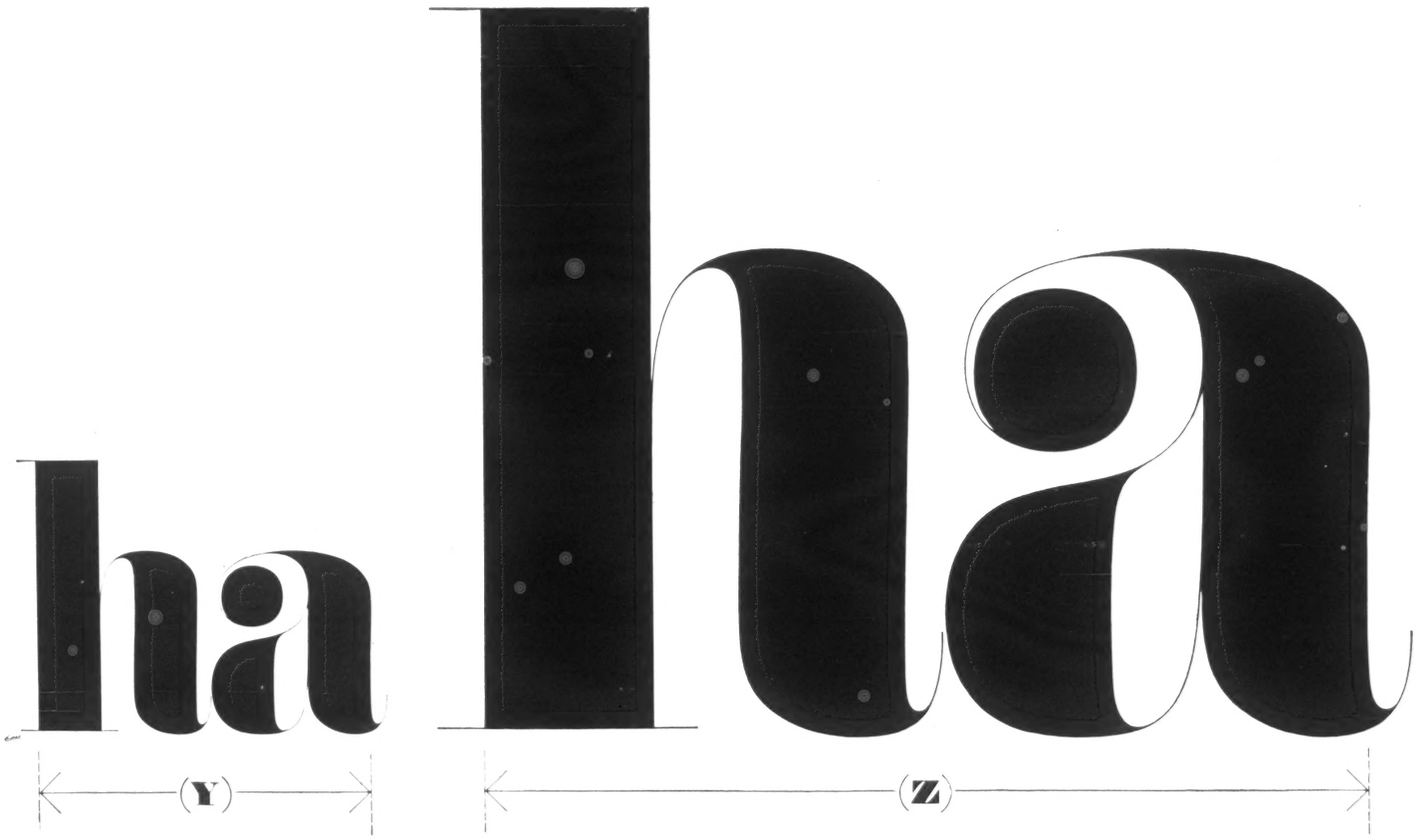
*Not many well-dressed businessmen would buy a suit unless it were tailored to a perfect fit. Yet some (but not our clients!) will dust off a ready-to-wear advertising campaign, have it taken in a little here and let out a little there, and then wonder why their product is not winning attention!

*Every Dentsu campaign is tailored precisely to the tastes of the Japanese market, not merely to the more obvious specifications of the product. We employ 160 qualified research personnel who can call on the services of more than 10,000 (that's right) field workers in any one month, who know that their measurements are checked and double-checked. Step by step the assembled data on market and media is tacked into place until the complete fabric of the campaign has been built up as only the experts know how. For advertising that is fitting, check first with Dentsu.

• NEWSPAPER • MAGAZINE • RADIO • TV • PR • P-O-S
• DM • OUTDOOR • TRANSIT • MARKETING • RESEARCH

DENTSU ADVERTISING LTD.

Head office: Nishi-Ginza, Tokyo / Cable Address: "DENTSU TOKYO"
New York office: 342 Madison Ave., New York 17, N. Y., U. S. A.


ha
(Y)
(Z)

Some people started laughing right off the bat when they heard we planned to concentrate on comedy this season. They were sure it wouldn't work. These days they're not laughing so hard—but the nation's viewers are, and so are the sponsors of our comedy programs. The audiences attracted by the average comedy program on the three networks this season tell the story: Network Y—7.3 million homes...Network Z—8.9 million homes...CBS Television Network, 9.5 million homes.* Moreover, in the latest Nielsen report three of our funniest shows are in the Top 10—and two of them are brand new this season.† But the thing that keeps all our advertisers smiling is that the CBS Television Network attracts the biggest average audiences in every category of entertainment, laughs or no laughs.

*National Audience Nielsens, 6-11 pm, AA, 1 Oct. 1960—14 Mar. 1961. †1 Mar. 1961, AA (CBS: 7 of Top 10)

CBS Television Network

The Editorial Viewpoint . . .

The Problems of Agency Selection

Several times in recent years ADVERTISING AGE has sent staff writers to report on the selection of advertising agencies by states, municipalities, official marketing boards, etc. We have done this because, in these instances, the selection process has been a public and an open one. And, of course, this is not the usual situation with the ordinary commercial account.

The most recent example of this sort of thing is the selection of a new agency to handle the North Carolina tourist and development account. New York staffer Larry Bernard covered the presentations of nine agencies and the selection of one of them by the six-man advertising committee of the state development board in a couple of articles which we published March 20 and March 27.

Among other things, Bernard reported that none of the six members of the board was experienced in advertising, and that, inevitably, there were some overtones of politics.

Nevertheless, he does not question the validity of the final choice made by the board, and neither do we—even though Bernard's choice, or our own, might have been different if we had heard the presentations.

And this is precisely the point we want to make: That no one can say for sure that a wiser or a better choice might have been made by a committee composed of experts in advertising or by representatives of a private commercial company.

The chances are that it would have made relatively little difference which of the nine finalists was chosen on the basis of their presentations, or who had done the choosing.

In one respect, this is pretty sad, because it acknowledges that agency service is still more closely related to art than to science, and therefore is not readily amenable to scientific judgment. In other respects, it is not sad at all. You can't make "scientific" judgments about an attorney, or an architect or a portrait painter or an industrial designer, either. But this is not bad; it is good.

In all these areas, you can pretty well determine competence. But your choice must then go beyond the matter of competence into the truly important area of which individual or organization is "right" for the particular job to be done, which will be easiest for the client to work with, which will develop into the most effective team player.

Despite the best efforts of psychologists and psychiatrists, these are determinations which must still be made largely on the basis of judgment, supplemented by "feel."

This Is Wholesome

We have commented any number of times in the past on our belief that advertisers do not and should not buy "editorial support" when they buy advertising. And we have made it clear that advertisers who try to wield their economic influence by jerking their ads every time a newspaper or magazine says something they don't like are making a serious mistake and usually acting in childish fashion.

But we have also maintained the obvious right and duty of advertisers not to support, with their advertising dollars, publications or points of view which they consider detrimental to their interests.

The decision of American Dairy Assn. to cancel its advertising in *Reader's Digest* because that publication carried two articles in its April issue which the dairy interests consider inimical to them is, therefore, one to be applauded rather than condemned, because it demonstrates the system at work at its best. *Reader's Digest* publishes what it believes should be published; the dairy people withdraw their advertising because they believe they have been hurt.

Each demonstrates its independence of the other, and, despite the short-term unpleasantness, this is exactly as it should be.

Schick and Newspaper Rates

What started out to be an important testimonial to newspaper advertising was the shift of Schick to that medium. The campaign, however, has been placed at local rates.

According to the newspaper representatives who view this situation with alarm, Schick's first quarter advertising in 75 newspapers, including r.o.p. color in 48 markets, has been placed at the local rate through the 80 or so retail sales and service shops which Schick operates. "What's to stop every national advertiser from opening a hole in the wall and getting the local rate?" one representative is quoted as asking.

We don't know that Schick has been given the local rate in all newspapers, or whether it deserves that rate. But we do know that here is just one more indication that the present rate structure does not make for easy administration, and sometimes not for good sense. It ought to be changed before it disintegrates.

If the newspapers are looking for suggestions, we'd like to suggest exploring the possibility of making all newspaper advertising commissionable, and narrowing or eliminating the differential. No solution will be easy to come by, but there is growing evidence that the present system is falling apart at the seams, and some action is essential.

Gladys the beautiful receptionist

—Lew Slye, E. R. Hollingsworth & Associates, Rockford, Ill.

"This client's really demanding. His favorite song is the Kowtow Boogie."

What They're Saying . . .

New Evangelism

There has risen in the United States of late, a group of lay evangelists whose doctrine is—to put it bluntly—that the American way is a sinful way. They are exponents of a new austerity, a new Puritanism, a new Spartanism. They almost seem to suffer from a guilt complex.

They would have us believe that the United States is sacrificing social benefits for material indulgence, that our production of consumer goods like automobiles is using too much energy and too many resources that should be allocated to public goods like schools, hospitals and—yes—missiles.

They do not seem to understand, for example, that it is the production of consumer goods and services which makes possible the tax revenues necessary to create social goods.

In their view the customer is seldom right. In fact, the customer is little more than a pawn manipulated by Madison Avenue, which lures him into buying the shoddy products of cynical manufacturers.

According to this school of thought, the customer is lucky if any product he buys doesn't wear out before it becomes obsolete. But in spite of these artificial sales stimulants . . . production, they say, has outrun consumption.

Their solution to this assumed problem of overproduction is to shift our productive efforts to what is called the "public sector" of our economy. In other words, increase taxes and let the Government have more money to spend for what it considers to be "socially worthwhile objectives."

Why is it sounder to have "big brother" rather than the individual decide what his income should be spent for? Are decisions made by a bureaucracy better than those made by individuals? . . .

Most people, I believe, if given the opportunity, would prefer to live under a system in which the citizens keep the most powerful controls in their own hands—where the individual decides what is best for himself and uses his freedom of initiative and freedom of choice to produce as he pleases and to consume as he pleases . . .

—From a speech by John F. Gordon, General Motors president, published in the University of Michigan Business Review.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 5880 Hollywood Blvd., Los Angeles (HO 4-8411 and HO 2-1133).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Herb Mayes says a magazine editor can get along all right without research.

Maybe if readers could tell editors what to print, they could run a successful publication with an electronic computer.

•

"Large advertising agency needs serious-minded young man to assist vp in charge of office," says a classified ad.

He will be so serious-minded he'll never refer to advertising as a game or discuss making a pitch.

•

P&G doesn't demand advertising experience from its trainees, but prefers "a high degree of native intelligence."

You can always get experience, but horse sense you have to be born with.

•

Milk producers and some other food advertisers have decided that "cholesterol" is a dirty word, especially since the public has learned how to pronounce it.

•

"Buick to Unveil Luxury Skylark," the headline says.

The boys in South Bend may think that Flint is trying to steal their stuff.

•

Eagle Shirtmakers stirred up a lot of iterest with its *New Yorker* promotion of the "shirtkerchief," whose novelty appears to be considerably greater than its utility.

•

The Television Bureau of Advertising has politely called attention to the interesting statistic that publishers and media had a larger increase in tv network advertising in 1960 than any other classification.

•

Enterprise Mfg. Co. has carefully explained in its promotion that its famous Pflueger reel is pronounced "Flew-ger," a fact known for many years to practically all dedicated followers of Izaak Walton.

•

"No talent is worth a dime of any sponsor's money," says N. W. Ayer, "unless the commercials measure up to the entertainment."

That's why the entertainers are found so frequently in the commercials.

•

An AA correspondent wanted to know if Starch outdoor ratings include "Scene Associated" scores.

He's been reading too many pieces about outdoor advertising and the surrounding scenery.

•

No wonder it's so hard to keep teachers on the job. One of them has just taken a copy assignment with an agency because he got tired of policing halls and cafeterias.

•

By Sawyer says publishers should collect more advertising success stories for distribution to business management.

Sometimes the advertiser doesn't want to tip his mitt to the competition.

COPY CUB.

on responsibility in the nation's capital

The Washington Post

More Snow Due as Cold Continues

President Names 3 As His Advisers on Conflict of Interest

Goldberg Seeks Peace In N. Y. Strike Tieup

Reds Claim Downing of Laos Plane

Unable to Halt Strife, U. N. Quits Congo Town

16 Taken in Roundup Of Gun-Gang Suspects

FIRST IN WASHINGTON — IN CIRCULATION
IN ADVERTISING — IN JOURNALISTIC AWARDS

"A newspaper which is conscious of its obligation to the public will itself be a good citizen in local, national and world affairs. Obviously, it must be aware of the consequences, not merely legal but also social and moral, of what it does or fails to do."

Robert Estabrook, Editorial Page Editor, The Washington Post, in a speech at the University of Michigan, 1960

Ten million viewers a week! Watching 33 million hours a week! That's the audience picture on THE LATE SHOW in just five markets... those served by the five CBS Owned stations. And the picture gets better all the time. Because THE LATE SHOW is now showing more great movie hits of the '50's... star-studded features, never before shown on

SOURCE: Unduplicated audience, latest available NSI.

television, from a prize package of more than 250 Columbia pictures (including "The Caine Mutiny," "Knock On Any Door," "The Long Gray Line," "The Marrying Kind," "The Harder They Fall" and "Valentino"). All this added to film libraries which already are seen by the largest movie audiences in each market. **CBS TELEVISION STATIONS**

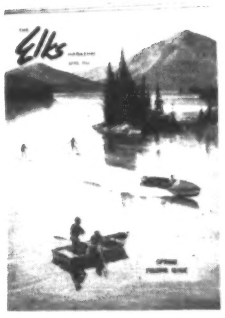
A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia, KMOX-TV St. Louis (all represented by CBS Television Spot Sales).

LOOKING AHEAD?

If you're raising your sights in '61 draw a bead on the premium men's market of nearly 1,300,000 Elks.

**Starch Consumer Magazine Report 1960*

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Over ⅓ are business owners or officials—over 1/6 are professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,257*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELKS MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market!



Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—about one half that of other Men's books.

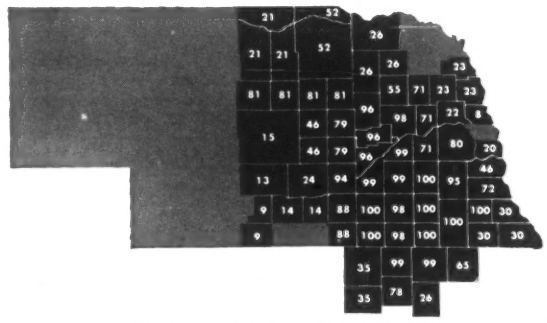
CIRCULATION: 1,285,420 (ABC 12/31/60) C/P/M $2.37

THE Elks MAGAZINE

• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

Focus your attention on Nebraska's television markets, and you'll see there are just two big ones—the extreme East and Lincoln-Land.

Three top TV stations compete for viewers' attention in the Eastern market—obviously dividing it three ways. But in Lincoln-Land just *one* station really covers the area—that's KOLN-TV!

More than 57,000 Lincoln-Land homes tune in KOLN-TV during prime 6 to 9 p.m. viewing time, according to latest Nielsen. Compare this with any other station in Nebraska. Then compare cost-per-thousand figures for nighttime network shows.

Avery-Knodel will give you the complete story on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	69,700 homes
Father Knows Best	77,700 homes
6:00 p.m. News	76,000 homes
10:00 p.m. News	64,000 homes

*February Lincoln NSI

AM-TV-FM

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Walter L. Hendrickson, radio-tv traffic manager on the Brown & Williamson account at Ted Bates & Co., New York, has been promoted to the rank of sergeant in the 3rd battle group, 1st infantry, 77th infantry division, U.S. Army Reserve . . .

Henry F. Woods, vp and pr director of Young & Rubicam, New York, has been reelected a trustee for the village of Baxter Estates, Long Island . . .

Mort Werner, senior vp and director of the radio-tv department at Young & Rubicam, New York, is in the Bahamas for several weeks rest—doctor's orders . . .

TAKING OVER—*R. E. McCarthy (right), retiring because of ill health as head of R. E. McCarthy & Associates, Tampa, welcomes G. L. (Bud) Watts as new general manager. Purchased recently by Liller, Neal, Battle & Lindsey, Atlanta (AA, Feb. 20), the McCarthy agency is now operating as a Liller, Neal division.*

Judy Guyll, musical comedy and tv actress, was married March 30 to **Richard Henry Barlow**, radio-tv producer of Maxon Inc., New York . . . **Nita Melnikoff**, in the field research division of Young & Rubicam, was married March 11 to Stephen Lowey . . .

Adman **Fairfax Cone** has another distinction. Last year he was the first adman to head the very successful Chicago Crusade of Mercy campaign, and now he is the first adman to serve on the Chicago Board of Education. He was appointed to the five-year post by Mayor Richard J. Daley . . .

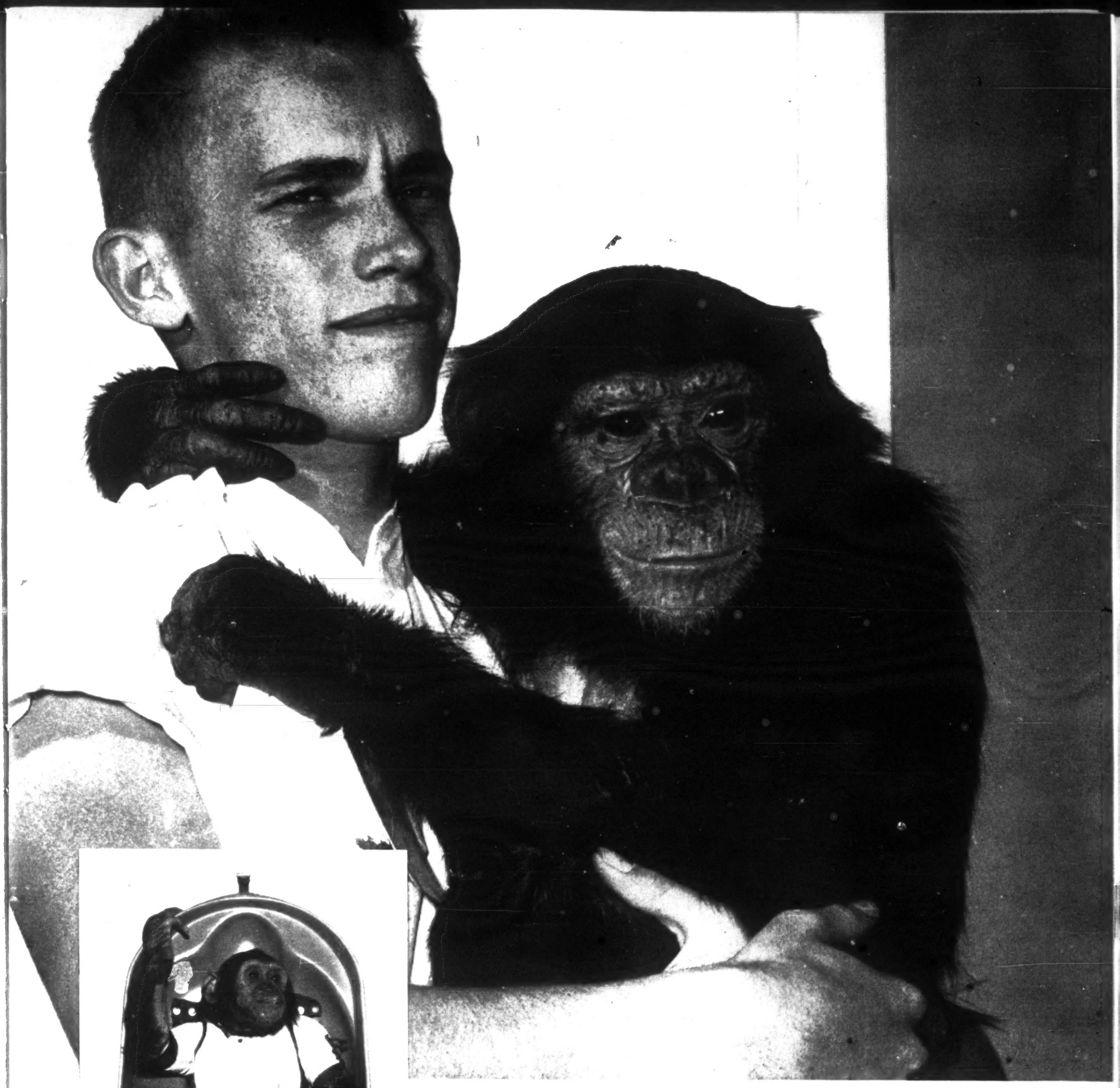
I. Orrin Spellman, vp of Farm Journal Inc., Philadelphia, has been named chairman of the pr committee of the U.S. Lawn Tennis Assn., and also to the USLTA administrative committee. He's been allied with the tennis field since college days when he played at Northwestern University . . .

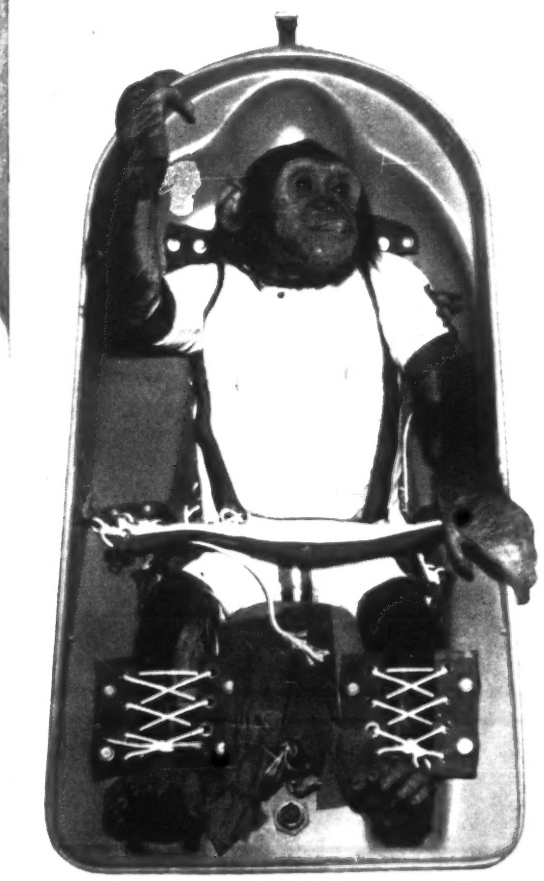
HIGH HOPES—*Bound for far-off Nepal to head a U.S. Himalayan mountain climbing expedition are Robert Lee, advertising and pr director of Georgia-Pacific Corp., Portland, Ore., and his wife Nancy. Before boarding a Pan Am flight for Tokyo they pointed out their destination—Mt. Talung, towering more than 23,000 feet near the Tibetan border.*

Recipient of Villanova University's St. Augustine award for "distinction in the field of communications journalism" is **William R. McAndrews**, exec vp of news for NBC . . .

Anthony Giaccio, associate design director of Osborn Charles Associates, New York package designers, unexpectedly but successfully delivered 7 lb. 15 oz. James, the Giaccio's fifth child, at their home March 22, when the deadline didn't permit a trip to the hospital. The doctor arrived ten minutes after the delivery . . .

Another ex-adman, **Harry Lee**, former account exec with Compton Advertising, New York, now a Florida resident, recently was appointed executive secretary of Sarasota County's newly created light industry council . . .





AN EXCLUSIVE INTERVIEW WITH HAM

In an unprecedented exclusive interview by an on-the-spot reporter at Patrick Air Force Base, near Cape Canaveral last February, Boys' Life recorded for posterity the reactions and observations formed by America's first Astrochimp, Ham, on his celebrated trip through space in a Project Mercury capsule. Ham was most communicative with our Boys' Life man though he merely screeched and jabbered to members of the adult press. He displayed a great deal of technical knowledge of his achievement (he even modestly played his own role down), explaining in careful detail the forces at work and the problems encountered when one finds oneself atop a giant Redstone rocket going up.

Ham's story combines the whimsy of boyhood with the intense interest boys have today for things scientific. This is the kind of contemporary editorial coverage Boys' Life readers get. It's certainly the best showcase for advertising to youth. Boys' Life is the *only* magazine delivered to and read by boys in their homes during their leisure time. It's the largest and most authoritative youth publication.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

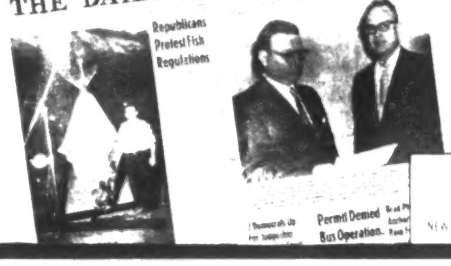
Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, for the Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines: Boys' Life, Junior Scholastic, Life, Look, Saturday Evening Post, Scholastic Roto, Senior Scholastic.

In JUNEAU People Buy The Products Advertised In This Paper

$45-Million Housing Project, Hotel Announced

Housing Development To Start In July At Mendenhall Glacier

THE DAILY ALASKA EMPIRE



Republicans Protest Fish Regulations

Permit Denied Bus Operation

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your West-Holliday man for complete information.

One of five great Alaska Dailies

REPRESENTED BY West-Holliday Co. Inc. Owned and operated by Nelson Roberts and Associates

NEWSPAPER PUBLISHERS REPRESENTATIVES

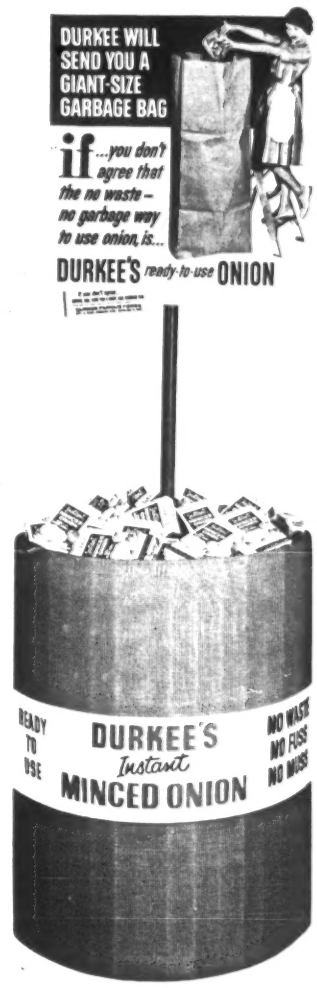
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

Pabst Backs 'Triple Crown'

Pabst Brewing Co., Chicago, will sponsor the "Triple Crown" of racing on CBS Radio. The trio includes the Kentucky Derby May 6, the Preakness event May 20 and the Belmont stakes June 3. The order was placed through Kenyon & Eckhardt. Jos. Schlitz Brewing Co. sponsored the racing trio in the network's eighth annual broadcasts last year.

Wexton Adds Accounts

Wexton Co., New York, which previously handled only air media advertising for Magnus Organ Co., Livingston, N. J., has been named agency for all media. Wexton succeeds Rothbardt & Haas Advertising, Chicago. Wexton also has been named to handle advertising for Lefrak City, apartment house development now under construction in Queens.



BIG BAG—*Durkee is offering a 6'-high garbage bag to any homemaker who doesn't agree, after a trial, that its instant minced onion is the no-waste, no-garbage way to use onion. Ads start in April in This Week Magazine. Meldrum & Fewsmith is the agency.*

"Take Charleston, for example...

WEST Virginia has borne the brunt of much "Depressed Areas" news for two years. First national publication to focus unwelcome attention was the **Saturday Evening Post. The New York Times** got in its licks when the Kennedy-Humphrey primary battle made West Virginia the national political cockpit. **The Wall Street Journal** struck several times.

National magazines, metropolitan dailies, network TV programs, the wire services—all took turns and West Virginia still gets a bad economic press.

But regardless of how black the picture was painted of the State in its entirety, Charleston along with the Kanawha and Ohio River Valley areas invariably drew favorable comments. Here are excerpts from the three publications mentioned:

Saturday Evening Post: "Take Charleston, for example, the brighter side of the state's split personality. This bustling city of more than 100,000 is studded with modern industry. Gleaming new offices and factories adorn its river front, and bank deposits are at an all-time high. Its airport, ingeniously and expensively embossed on three mountains by lopping off the tops and filling in the valleys, is busy all day long bringing prosperous people to and from the city.

"This area has created what is perhaps the greatest concentration of basic chemical production in the country. It has given the world nylon and other valuable synthetic materials. And in so doing it has boosted the Charleston average family income to about $6000—one of the highest in the East."

CHARLESTON'S WEEKLY WAGES TOPS IN EAST

Year after year Charleston takes high rank for "earnings of production workers in manufacturing," as compiled by the U. S. Dept. of Labor Statistics. Here's the ranking of the top ten cities for 1959, the latest available report:

	Average Weekly Earnings
Casper	$116.69
Detroit	116.24
CHARLESTON	116.21
Youngstown	115.97
Kenosha	115.83
Flint	114.61
Baton Rouge	113.02
Sacramento	111.51
Akron	111.14
Pittsburgh	110.12

The New York Times: "The visitor sees few signs of problems in Charleston, Huntington, Parkersburg and the bustling cities of the Ohio and Kanawha Valleys. Nowhere in the United States has there been more rapid growth of giant chemical and metallurgical complexes.

"West Virginia is studded with the bluebook names of American industry—Union Carbide and Carbon, du Pont, Owens-Illinois Glass, International Nickel, American Viscose, Monsanto, Interwoven Stocking, Sylvania Electric and dozens of others.

"Many have come to West Virginia in recent years—Kaiser Aluminum for instance, with a $200,000,000 installation on the Ohio River at Ravenswood. Others are steadily expanding. Union Carbide, for example, has added a 2,200-man technical science unit to its 10,000-man industrial plant at Charleston."

Wall Street Journal: "Many states with depressed areas have other areas where the economic outlook is bright. In West Virginia, for example, some sections have been bringing in new employers—big ones—hand over fist. Most of this has occurred in the Kanawha and Ohio River Valley areas in the western part of the state. Cities such as Huntington, Charleston, Parkersburg and others have provided sites for such companies as Kaiser Aluminum and Chemical Corp., Union Carbide Corp., Goodyear Tire & Rubber Co., and B. F. Goodrich Co. The chemical industry, specially, has been attracted by such things as good water transportation, and the availability of salt and other raw materials."

THE CHARLESTON NEWSPAPERS

are the Best Basic Advertising Buy in the

STATE OF WEST VIRGINIA

The Charleston Gazette Charleston Daily Mail

Sunday GAZETTE-MAIL Charleston 30, W. Va.

PUBLISHERS: NEWSPAPER AGENCY CORP.— REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.

London BBDO Gets Two More Vaselines

LONDON, April 4—Chesebrough-Pond's Ltd. has appointed Batten, Barton, Durstine & Osborn to handle all British advertising for Vaseline medicated shampoo and Vaseline hair tonic. BBDO is already handling Vaseline liquid shampoo and Vaseline hair cream here.

The previous agency is J. Walter Thompson Co., which continues to service the Pond's line. =

Rose-Martin Adds Two

Rose-Martin, New York, has been named to handle advertising for Henry Glass & Co., New York, manufacturer of Peter Pan cotton fabrics. The account was with Rehbock Advertising until that agency closed earlier this year when its president, Sig Rehbock, joined Rose-Martin as an account executive. Rose-Martin also has been named to handle advertising for Irvington Place Inc., New York, manufacturer of junior girl sportswear.

Y&R Names Four

Hadley Atlass, a vp of Young & Rubicam, New York, and formerly associate director of the agency's merchandising department, has been named director of the department. Y&R also has named Thomas P. Beaumont, Gilbert C. McDonald and David J. Salembier, members of its contact department, account supervisors.

Dodge Boosts Wilson

F. W. Dodge Corp., New York, has appointed H. P. Wilson advertising and promotion manager of its construction news and statistics division. Mr. Wilson, formerly assistant advertising manager, succeeds Philip A. Sherman, who retired March 31.

WHERE TIRES ROLL UP BIG SALES

Southern farmers practically work and live on wheels! They buy more than 54% of the nation's farm truck tires . . . over 38% of farm-owned automobile tires . . . over 40% of the tractor tires. In 1955, it all added up to 5,463,000 tires sold to the farm South—and the total keeps increasing every year!

With all the automobiles, trucks, tractors and other equipment that use these tires, is it any wonder that the South buys more gasoline than any other U.S. region—consuming a total of 19½ BILLION gallons in 1959! Indeed, you'll find that the huge purchasing volume of the rural South has a significant effect on the regional sales of just about every product made for farm production or family living. To sell Southern farm families on-the-go, use the magazine that stops them for cover-to-cover reading and repeated reference. The Progressive Farmer is the *basic* advertising medium in the rural South. In 96 surveys of dealers, distributors, bankers and county agricultural agents by firms selling to the rural South, The Progressive Farmer topped all other farm magazines for "*greatest advertising influence in your territory.*" Isn't *that* the medium you want for your advertising in the South?

More than 5,770,000 READERS in the 16 Southern States

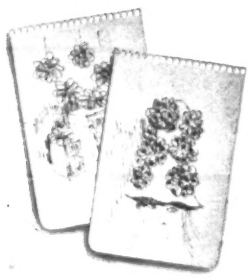
THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

How many of these promotional ideas could you use this year?

The magic of SASHEEN'S customer appeal as employed by Hiram Walker Inc. for their fast-selling line of gift wrapped packages.

Cast your eye over idea-row at the right . . . and ponder a bit. Where do bows fit into your business? Perhaps in many promotional ways —especially when you know it's easier done than said with SASHEEN* Brand Ribbon. With one of the economical 3M Bow Maker machines you can mass-produce your own bows . . . as many as 300 per hour . . . at just the turn of a handle. Or you can buy pre-made SASHEEN bows in any desired size and quantity. Either way, the promotion possibilities are unlimited . . . and so are the profits.



FREE!

While you're thinking, jot down your promotional ideas on how to use SASHEEN Ribbon Bows. We'll send you (or your wife) a pretty gift kit of 6 colorful SASHEEN bows—ready-to-go for gift wrapping.

WRITE TO: Retail Tape and Gift Wrap Division, 3M Company, Dept. GBB-41, St. Paul 6, Minn.

Please have your representative call—
I am interested in:

☐ *Information on bow making machinery* ☐ *Facts on pre-made bows*

NAME _____ FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

"SASHEEN" and "DECORETTE" are registered trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., N. Y. Canada: London, Ontario. © 1961 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

FLAKES
"Sasheen" bows make unusual package premiums
Small appliance premium? Decorate appliances with "Sasheen" bows
Pre-gift-wrap for any seasonal gift-giving time
Retail profit maker Give a bow away with every item the customer carries home!
Write-in premium? Make it a kit of "Sasheen" bows
Color promotion? Glamorize with matching color "Sasheen" bows
Open house? Give away a bow or ribbon boutonniere
Fill major appliances with bows to merchandise dramatically as Christmas gifts

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!

Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

Olin Plans Fall Push to Tie in with Bible Sales for Yule Giving

NEW YORK, April 4—Olin Mathieson Chemical Corp., which now calls itself simply Olin—plans to cash in on the Bible in a magazine campaign breaking next November.

Predicting that a record number of Bibles will be given as gifts this Christmas, George W. McCleary, director of printing and specialty paper sales for Ecusta, part of Olin's packaging division, said the campaign would be built around a four-color spread scheduled for eight magazines.

■ The ad will feature an open Bible with the headline, "The Greatest Gift of All," and will run for five weeks beginning mid-November in *Atlantic, Harper's Magazine, Life, Newsweek, The New Yorker, The Saturday Evening Post, Time* and *U.S. News & World Report*.

The aim of the campaign: A subtle soft sell for Ecusta, which manufactures Bible paper and other lightweight printing papers.

Mr. McCleary said this would be the largest single ad campaign ever devoted at one time to a single book.

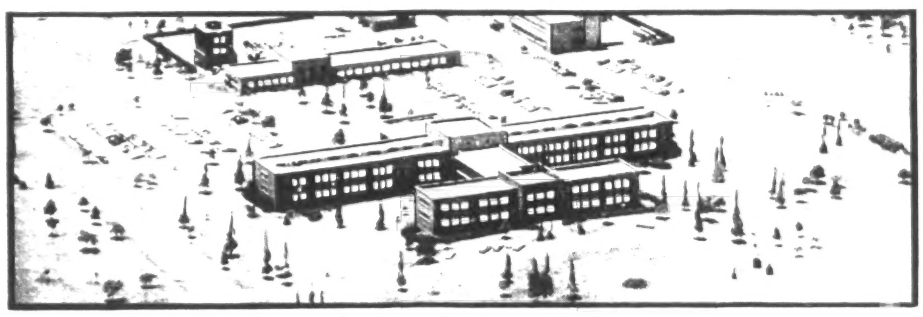
The sales promotion efforts would include counter card reprints of the ads, the cost to be shared by Ecusta and Bible publishers.

He added that Olin's surveys indicate "Bible salesmen are able and aggressive, and we are certain the Bible industry will put the Ecusta campaign to good use." Doyle Dane Bernbach is the agency. ≡

D&C Adds Allied

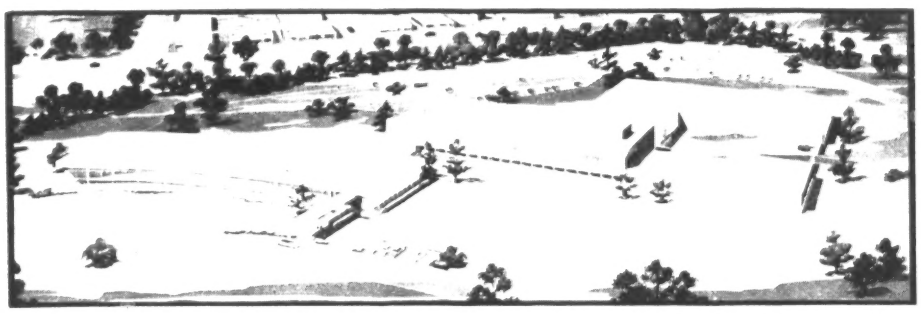
Allied Building Credits, Los Angeles finance organization, has switched its account from Lennen & Newell to Donahue & Coe, Los Angeles.

TULSA ON THE MOVE!



Top: Aerial view of Pan American Petroleum Corp's Research Center.

Bottom: Artist's drawing of new $4 million Sinclair Oil and Gas Research Laboratory.



Research Centers Alone, Bring An Annual Payroll of $11 Million To Tulsa.

Research laboratories in Tulsa are a $11 million-a-year boon to the local economy in payroll alone—and this is just the beginning. **The six research laboratories include Jersey Production Research Co., Pan American Petroleum Corp's Research Center, Sinclair Research Inc., Dowell Research Inc., Cities Service Research, and DX Sunray Research.** With normal growth and expansion, these six laboratories should be pouring more than $15 million a year in payrolls into Tulsa's economy by 1965

This payroll means PERMANENT, high purchasing power. It is evidence too of Tulsa's importance to you, Mr Advertiser—

The TULSA WORLD and THE TULSA TRIBUNE

MORNING—SUNDAY EVENING

Represented Nationally by the Branham Co.

Along the Media Path

To date, 233,000 four-color charts which give a brief history of the U.S. in terms of the lives and times of the Presidents have been requested from **Woman's Day**. The magazine made the offer last October.

● The **New York World-Telegram & Sun** has been presented by the "Ed Gibbs Newsletter" with an Edgar award for its New York Market Liquor Audit and for its feature series, "Crackdown on Moonshiners."

● Corrugated stiffeners are being used by **Boxboard Containers**, Chicago, as promotion pieces for a 16-page editorial special in its November issue, and also as a subscription promotion device. The message is printed on the stiffeners used in mailings of photographs, etc.

● In connection with its recent ad campaign on benches near bus stops in the greater Sacramento area, **KRAK**, Sacramento, is asking its listeners to write in the exact locations of the benches. A grand prize will be awarded to the first person who can provide this list to the station.

● Aid to Visually Handicapped has awarded a special certificate of appreciation to **KPIX**, San Francisco, for its efforts in informing the public of the needs of the visually handicapped and of the work of the group.

● The third annual "Pool, Patio & Outdoor Living Issue" will be published in its *Chicago Life Magazine* on May 20 by the **Chicago Daily News**.

● As part of its "Business is Good" campaign, **KPHO** and **KPHO-TV**, Phoenix, is broadcasting throughout the day "business is good" announcements using prominent business men's endorsements.

● **High Fidelity Magazine** will celebrate its 10th anniversary effective with its April issue.

● The 41st edition of the National Directory of Weekly Newspapers, has been published by **Weekly Newspaper Representatives**. The directory contains data on more than 8,000 weekly newspapers, including newspaper name, city, county, population, area designation, name of publisher, representation, circulation, issue date, rates, mat size, alcholic beverage policy, and mechanical requirements. Additional information may be obtained from Weekly Newspaper Representatives, 404 Fifth Ave., New York 18.

● The **New England Homestead**, Springfield, Mass., will revert from a semi-monthly to a monthly, effective May 1.

● The **Philadelphia Evening Bulletin** announced in a foldout brochure to advertisers and agencies that 1960 was the 32nd consecutive year in which it published more food advertising than any other Philadelphia newspaper. Total food linage last year was 2,089,000.

● Citations from the United Fund, the U.S. Olympic Assn., Veterans of Foreign Wars and the Muscular Dystrophy Assn., have been presented to **WIP**, Philadelphia.

● **KALL**, Salt Lake City, recently treated all of its sponsors to a luncheon and cocktail party, complete with door prizes.
Following the luncheon, the sponsors were given a running commentary on the station's new policy with music, the station image, and emphasis on news.

● The annual "Outdoor Living" section will be published in the May 9 issue of the **Buffalo Evening News**.

● A travel guide designed to help early bird vacationers formulate their summer vacation plans will be published April 16 by the **Chicago Tribune**.

● One hundred women homemakers from all parts of the country will convene in Chicago in September for the fifth National Congress on Better Living, sponsored by **McCall's**. The theme for the Congress this year will be "The New American Family."

● To dramatize the need to save engineers' valuable time and make the stay of engineers visiting the Institute of Radio Engineers Show a memorable one, **Electronic Engineers Master** and **Electronic Products Magazine** provided a free Rolls-Royce taxi service anywhere in Manhattan for the engineers.

● **WIL**, St. Louis, used Easter bunnies to accompany all station account executives in pre-Easter visits to St. Louis agencies as part of a special WIL Easter sales promotion. A WIL Easter bunny also arrived by helicopter at 10 a.m. March 31 at the St. Louis Arena and dropped 5,000 colored ping-pong balls. The balls were exchanged for Easter eggs which contained a variety of gifts for children ranging from jelly beans to $5 bills.

● **Hospital Management** has presented an award for outstanding achievement as measured by Readex Reader Interest Reports to Lehn & Fink Products Corp. From June, 1959 through January, 1961, in 20 consecutive issues of *Hospital Management*, Lehn & Fink advertisements won Readex's top Reader Interest Scores.

● **Department of New Laurels:** Advertising in the U.S. edition of **Reader's Digest** for the first three months of 1961 totaled 205 pages, a 10.6% increase over the corresponding 1960 period.
Circulation for **Mechanix Illustrated** increased from 1,045,000 in the last half of 1959 to 1,105,000 in the last six months of 1960. ≡

Rem Rand Names Willcocks

Clive Willcocks, formerly an account executive with Gotham-Vladimir Advertising, New York, has joined the Remington Rand international division as advertising manager for office equipment.

Clark Joins Peter Robeck

William L. Clark, formerly vp and director of the western division of ABC Films, has been named to the new post of vp in charge of western operations and sales of Peter M. Robeck & Co., New York, tv film distributor.

Screen Gems Spins 'Web'

Screen Gems, New York, has begun syndication of "The Web," a series of 13 half-hour suspense dramas. The series most recently was shown on CBS and before that on NBC.

Teen Beauties Made (Up), Not Born, 'Seventeen' Finds

NEW YORK, April 4—*Seventeen* has been researching the teen age girl again and finds that "today's young American beauties are made up, not born. Almost all—99.4%—use lipstick; 92.6% use nail enamel; 81.5% wear perfume; 72.9% use mascara; and 71.1% wear face powder."

This is the third survey the magazine has published on "Beauty Habits & Product Preferences of Young Women Under 20." It is based on 1,575 replies received from its consumer panel.

Significant increases over 1959 figures were shown in the use of eye makeup. The new figures show that besides the use of mascara by 72.9% of the girls, 66.1% wear eyebrow pencil; 53.6% use eye shadow; 77.4% use tweezers. In 1959 these figures were: 60.5% (mascara); 61.8% (eyebrow pencil); 32% (eye shadow); 72.2% (tweezers).

The survey also showed that:

■ Teens start wearing lipstick when they are 13 years, 5 months old and spend a median $1.10 on lipsticks. Eight out of ten own refillable cases.

Almost half the girls use a makeup base; 23.2% use a liquid cleanser; 19.9% use face cream; 53.8% use a medicated cream or lotion; 18.4% have bought a treatment kit for problem skin.

For hair care, 55.9% use rinses of some type; 24.6% use a hair coloring product other than a color rinse. Of the 60.3% who use a hair spray, 61.7% prefer the softer type, and 28.2% prefer the heavier form.

Growing use of deodorants was reported, with 73.9% using a deodorant; 9% using antiperspirants; 17.9% using both. Most popular type was the liquid in a roll-on bottle (55.3%), followed by cream form (28.4%) and stick type (16.2%).

■ Miscellany: 42.1% use a mouthwash; 67.7% use a safety razor, with 45.8% buying their own blades; 45.2% use an electric shaver, with 29.3% owning their own, and 8.6% expecting to get one within six months; 50.3% usually use a hair dryer when they wash their hair—and six out of ten girls wash their hair more than once a week.

Copies of the survey are available from Aaron Cohen, *Seventeen* research director, 320 Park Ave., New York 22. =

"COVER CONCEPT"—*Obviously patterned after McCall's cover format, these DuBarry ads will run from April through June in Glamour, Harper's Bazaar, McCall's, Seventeen, The New Yorker and Vogue.*

2 Separate Newspapers
The El Paso Times Morning and Sunday
El Paso Herald-Post Evening
1
NOW . . . BUY A KING SIZE MARKET
EL PASO
12th in the Nation in BUILDING PERMITS
According to Dun & Bradstreet El Paso's building permits show an increase of 193.8% over the first two months of 1960.
Fourth highest increase in the nation
BLANKETING THE FABULOUS SOUTHWEST
LOW RATE BUYS BOTH
CIRCULATION 105,739

ARE YOUR ONE MINUTE COMMERCIALS OUT AT SEA?

LOS ANGELES is famed for ingenuity — but even in Los Angeles, no one has discovered how to put a 60-second commercial into a 20-second availability.

Thus your minutes are forced to fringe times on some Los Angeles stations. Or, marooned within inferior programming on other stations.

To give greater selling effectiveness to your minutes in Los Angeles, just turn the page . . .

Walker Boosts Two

Walker & Co., Detroit, outdoor advertising company, has appointed Arthur A. Cerre to the new post of vp and director of sales and Robert G. Winckler a vp. Mr. Cerre, who will also become a member of the board of directors, was formerly president of Cerre Co., Detroit, national sales promotion and merchandising company. Mr. Winckler has been a member of Walker's board of directors since 1951. Walker is being managed by Naegele Advertising Cos.

'Industrial Models' Names 2

Industrial Models & Patterns, Baltimore, has appointed Russel B. Smith, Chicago, as its representative in northern Illinois, northern Indiana, western Michigan, Minnesota and Wisconsin. Robert Arnell Co., Beverly Hills, has been named its representative in 11 western states.

Play this - winning foursome

Four is par for Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.

THE **georgia group**

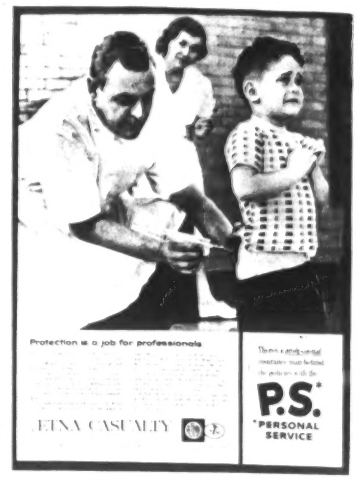
AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

30-Plus Advertisers Use Prize Tabloid to Reach Bowlers

NEW YORK, April 4—About 465,000 copies of a 16-page tabloid giveaway called "Bowling Times" moved off the presses April 3, marking the latest venture of an unusual merchandising barter and promotion operation called Mass Audience Productions.

Here's how it works: About 185 bowling establishments will distribute the tabloid, which might be called a "contest journal," to their customers. Posters will be placed in the alleys announcing a contest promotion, showing pictures of the prizes and urging readers to fill out the free entry blank in "Bowling Times."

Prizes will be displayed again in "Bowling Times," but this time in a form of ads for 30-odd participating sponsors. Among them are: Welbilt air conditioners, Speed Queen washers, Bristol-Myers Co. (Vitalis, Trig), U. S. Rubber Co. (bowling bags), George London bowling shirts, and Deering-Milliken (Bowlon's women's bowling apparel).



PROFESSIONAL *Aetna Casualty & Surety Co., Hartford, uses real doctors, firemen, policemen, etc. in its new series of ads running in Life, Newsweek, The Saturday Evening Post and U.S. News & World Report. Remington Advertising is the agency.*

■ The sponsors have given their merchandise to Mass Audience Productions (MAP) in exchange for the "advertisement" in "Bowling Times." The bowling alley owner pays MAP for the merchandise which he will give away; MAP contributes additional prizes, according to individual circumstances.

Mass Audience Productions got started almost a year ago, as the brainchild of veteran promoter Charles Haskell. Mr. Haskell did sales promotion and merchandising for the Carvel ice cream chain and was involved in the "Fun with Pop" nationwide program of Doughnut Corp. of America. More recently he has worked on various local contest promotions.

Last year, MAP turned out a "1960 Baseball Almanac" for the National Assn. of Professional Baseball leagues, which was distributed in minor league parks across the country. It contained free coupons said to be worth over $2 and offered contest prizes ranging from Schick safety razors to a Buster Crabbe home swimming pool.

■ Also produced in 1960 was "Movie Extra," a one-shot 150,000-copy tabloid sold to about 100 movie theaters. Each "advertiser" in "Movie Extra" contributed prizes valued at $2,500 retail, and theater men followed through in much the same way as in the current bowling promotion. Trailers showing the prizes ran in the movie houses.

A new drive-in edition of "Movie Extra" is planned for this June, with a circulation of 500,000. Mr. Haskell said the edition would be made-to-order for makers of automotive products.

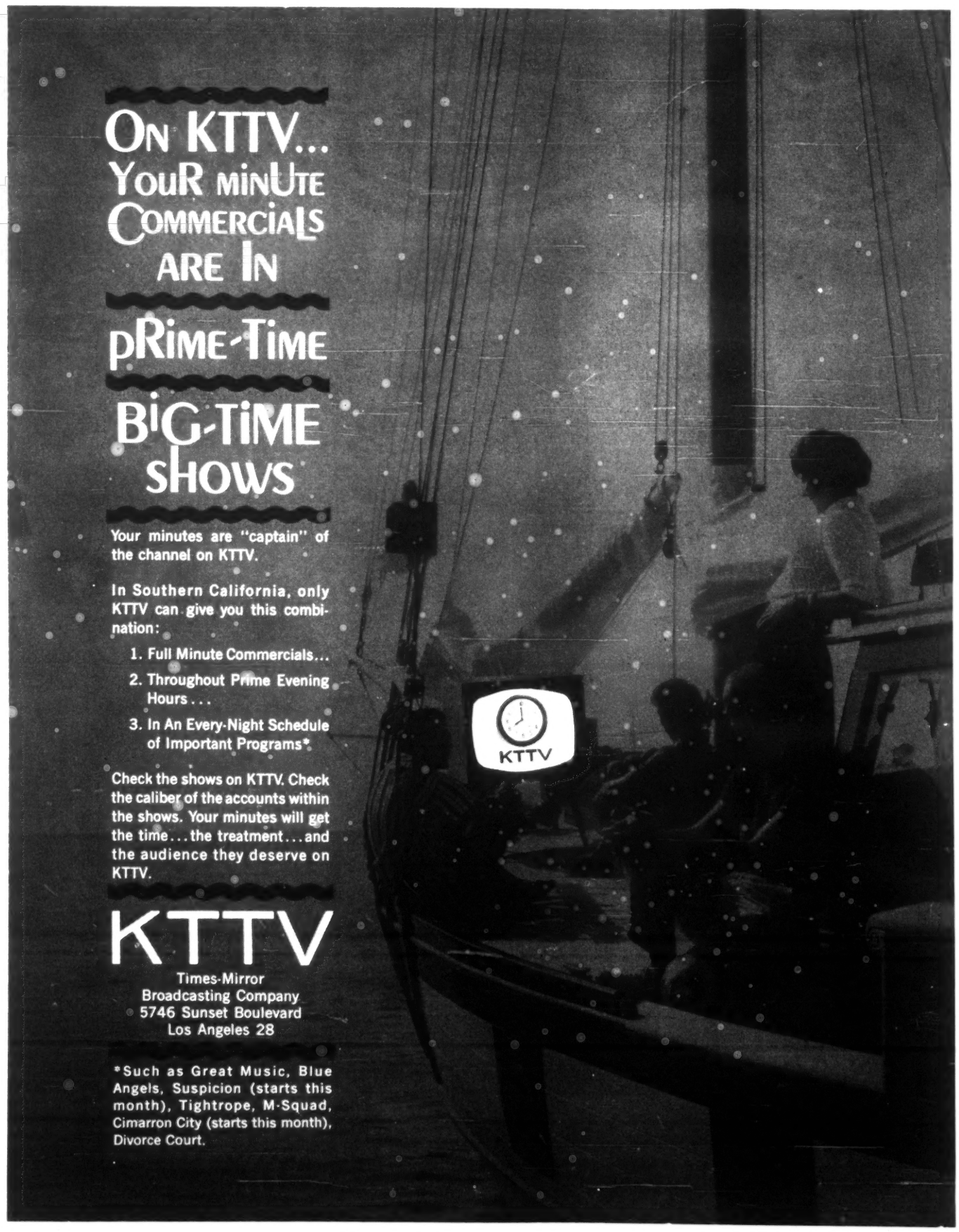
Mr. Haskell is currently putting together a miniature golf course promotion and is contemplating a family-type program for amusement parks.

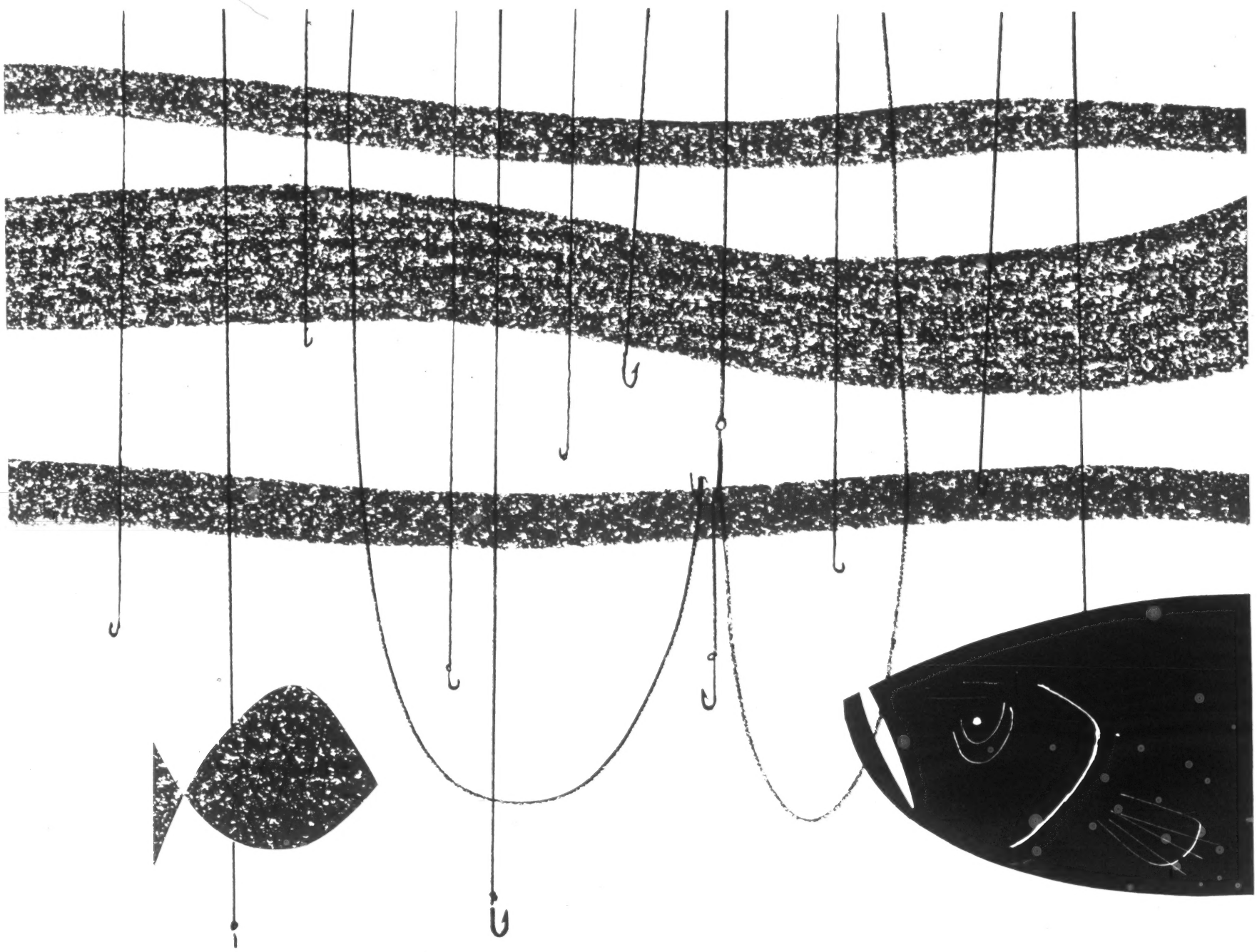
"Ours is a merchandising business—you might almost call it a syndication of mass audiences—which complements an advertising campaign," said Mr. Haskell.

Mass Audience Productions is located at 1472 Broadway. #

Linson Names Murray Leff

Linson Products, U.S. agent for Scotland's R. & W. Watson Co., manufacturer of book binding material, has appointed Murray Leff & Co., New York, to handle its advertising. Franklin Spier is the previous agency.





All Florida Magazine reaches more Florida Fishermen than any other medium...

. . . in fact, more of any group you can name! Pardon the pun . . . but you'll snag the big ones (and small ones, too) with All Florida Magazine. More than 677,000 families enjoy All Florida Magazine every week through 19 great newspapers . . . the largest ABC circulation in Florida. Don't let 'em get away . . . the catch is big in Florida. Floridians go for All Florida hook, line and sinker! Why? Because All Florida speaks personally to every resident . . . points the way to more enjoyable Florida living, and delves into Florida personalities and places. And its TV Week pages net seven-day pulling power.

• Do your fishing for advertising results in the well stocked waters of All Florida Magazine. Cast your line with All Florida . . . then sit back and reel in the sales. The catch is all yours. Just contact your local Kelly-Smith Representative today . . . for the complete story.

all Florida
AND TV WEEK MAGAZINE

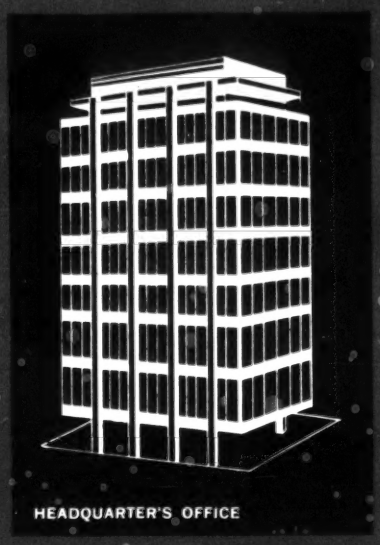
The Sunday Supplement reaching more Floridians than any other Medium!

Distributed in 19 Newspapers

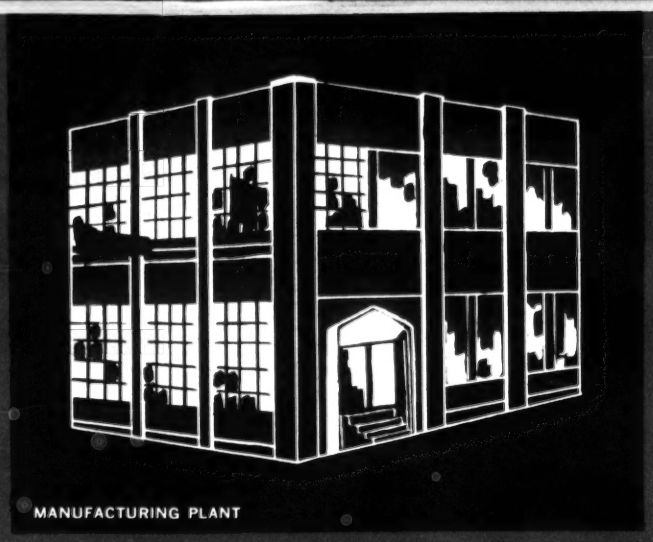
DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, FT. PIERCE News-Tribune, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, MIAMI News, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST. PETERSBURG Independent, TALLAHASSEE Democrat, TAMPA Times, WINTER HAVEN Daily-News Chief.

Represented nationally by KELLY-SMITH COMPANY

ATLANTA — 1627 Peachtree Street, BOSTON — Parker House Office Building, CHICAGO — 230 North Michigan Avenue, DETROIT — New Center Building, LOS ANGELES — 5225 Wilshire Boulevard, MIAMI — 121 Southeast 1st Street, NEW YORK — 750 Third Avenue, PHILADELPHIA — Philadelphia National Bank Building, SAN FRANCISCO — 235 Montgomery Street, SYRACUSE — 472 South Sabina Street.



HEADQUARTER'S OFFICE



MANUFACTURING PLANT

R & D CENTER

WHAT IS A "BUYING UNIT"?

"The executive headquarters, the manufacturing plant(s), the R & D centers, where independently located, are each individual buying units. Where one or more of the above functional units are under one roof, or at one location, a single buying unit is involved."

TODAY, FOOD ENGINEERING announces an unprecedented "first" in the food field... the domestic coverage of 19,145 identified *buying units.* Right now, with circulation at an all-time high... over 39,000... FE's total worldwide coverage includes 21,315 identified buying units. No other food industry publication we know of can make this claim, nor match these figures... indeed, none is apparently aware of the dollar-importance to you by location of and circulation to *buying units.*

Read how FE's new BUYING UNIT concept gives you *so much more* for your advertising dollar...

In the food industry, buyers are not found in plants *exclusively*. Every day important buying decisions are being made at independently located Headquarters Offices and R & D Centers.

Ask your salesmen. They'll tell you that often the men who specify and decide at these other *buying units* have more influence individually than hundreds of men at plant locations.

So, a simple, realistic definition of a *buying unit* is "*a place where buying is done.*" And because FOOD Engineering, uniquely, follows the chain of command in this industry, *wherever these critical money decisions are made* . . . who is in a more reliable position to identify these *buying units*, and deliver them to you. Specifically:

FOOD Engineering delivers buyers in 18,000-plus food manufacturing plants—each an identified *buying unit*—in the U. S., Canada, and U. S. Possessions.

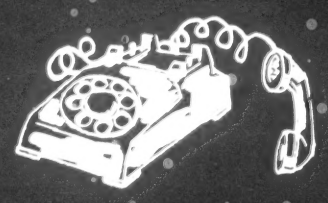
FOOD Engineering delivers buyers in more than 1,000 important-to-you Headquarters Offices and R & D Centers—each an identified *buying unit*—and with tremendous purchasing power.

FOOD Engineering delivers a domestic total of 19,145 *buying units*... and all significant management levels of decision in them.

This one and only magazine "*For Better Management in Manufacturing*" reaches and is read by the General Manager of a branch dairy plant in Knoxville, Tenn. . . . by the Director of Research of a huge canner and packer at a West Coast R & D Center . . . by a Senior Vice-President of a fast-growing multi-food manufacturer in a Headquarters Office in New England. Three classic examples out of thousands in our circulation files. Come to Philadelphia sometime, and see for yourself.

With its present circulation at an all time high of 39,000, FOOD Engineering already gives you the lowest cost per thousand—$17.94—in this field. Translate this in terms of 19,145 identified *buying units* . . . and here is *so much more* for your food industry advertising dollar than ever available before. And could it come at a better time . . . when the boss is watching budgets like a bird dog?

For all the facts, interpreted as they affect you, and your product, and your 1961 sales objectives . . . *call your FE representative right away.*



Atlanta 3 ..... JOHN W. SANGSTON
32 Peachtree St., N.E. ..... JAckson 3-6791
Chicago 1 ..... JOHN E. SNELL
360 N. Michigan Ave. ..... RAndolph 6-2166
Cleveland 15 ..... VAUGHN K. DISSETTE
930 B. F. Keith Bldg. ..... SUperior 1-2860
Dallas 6 ..... HAL MOTT
165 Meadows Bldg. ..... EMerson 8-4751
Los Angeles 57 ..... JACK KAY
198 S. Alvarado St. ..... DUnkirk 7-4337
New York 17 ..... FRANK W. McCARTHY
100 East 42nd St. ..... OXford 7-3400
Philadelphia 39 ..... JOHN A. MILLER
Chestnut & 56th Sts. ..... SHerwood 8-2000
San Francisco 3 ..... FRANK MacKENZIE
1355 Market St. ..... UNderhill 1-7107

FOOD ENGINEERING

For Better Management in Manufacturing

A CHILTON PUBLICATION CHESTNUT & 56th STS., PHILADELPHIA 39, PA.

This *SERVICE* magazine is for *HIM*

When you help a man get more enjoyment out of what he likes best, you're playing *his* tune.

Take a man who gets enjoyment from his stereo, his car, his camera, his boat, or improving his home. It's only natural that he turns to POPULAR MECHANICS, a friend who shares his enthusiasm. Over five million men—friends of long standing—turn each month to PM for ideas on what to do, what to buy—and why. Your product ideas will help them decide when you advertise in the *service* magazine for men.

Reporting the mechanics of modern living

POPULAR MECHANICS
A HEARST MAGAZINE

Pear Bureau Would Rent Merchandising Staff for May-June

PORTLAND, ORE., April 4—"For Rent or Lease for Two Months . . . Nine Energetic Merchandising Representatives."

This is the classified ad the Oregon-Washington-California Pear Bureau could consider publishing. The 30-year-old bureau, one of the nation's largest voluntary marketing organizations, promotes the sale each year of most of the fresh bartlett, anjou, bosc and comice pears from West Coast orchards.

The bureau has decided it would like to rent or lease its nine merchandising representatives for May and June when the pears are not in season. There's a possibility some of the people would be available as early as April 15.

The representatives are located in Cleveland, Boston, Philadelphia, Atlanta, Chicago, New York, Los Angeles, San Francisco and Houston. The bureau office is available for communications and supervision of the group.

■ "Our merchandising representatives are all mature and promotional-minded," R. A. Patterson, general manager, pointed out. "They are acquainted with chain and supermarket operation and work with buyers, merchandisers and management. Their duties have included working with media, mostly newspapers and radio stations."

Mr. Patterson said the bureau would prefer to have the nine salesmen taken as a whole group, but that they are available individually. He warned, however, that by July 1, he would have to have his crew back to resume their regular duties. ■

Dole Boosts Griswold, Scott in Ad Consolidation

Dole Corp., San Jose, has consolidated its advertising and merchandising activities into a single department headed by Hal F. Griswold, who has been named director of advertising and merchandising.

Hal Griswold Frank G. Scott

He formerly was advertising director. Frank G. Scott has been advanced from assistant advertising director to advertising manager.

J. R. ten Bosch, merchandising manager, will continue in the same post in the new department. Consumer service will remain in the department, headed by Lorane Cooley, Dole's "Patricia Collier."

West Coast Lumbermen Sets $500,000 Campaign

West Coast Lumbermen's Assn., Portland, is conducting a $500,000 ad campaign to promote its Douglas fir, West Coast hemlock, western red cedar and Sitka spruce. Full-color spreads will be used in leading national architectural magazines, and two-color spreads are scheduled in national builder publications.

Two new promotion booklets, "Buildings for Business," which displays new designs for commercial structures, and "How to Use Utility Grade West Coast Lumber," which details the ways in which this lower-priced grade can be economically used, have been published by the association and are available for distribution to retailers' customers.

The lady of the year is in the story
of the year in the magazine of the year

[redacted]

Open the April Ladies' Home Journal and you'll find the third and final part of our exclusive series on Jacqueline Kennedy. / Here, in photos from her own album, is Jacqueline as bride and mother. Here, as authorized by Mrs. Kennedy and as reported by her friend, Mary Van Rensselaer Thayer, is a revealing picture of her life from senator's wife to 31st First Lady. / The reception given the First Lady by Journal readers has been more than warm: our February issue (her childhood) sold out at newsstands; our March issue (her growing-up years) did likewise, with a 7,000,000* total circulation capping the biggest first quarter in Journal history. / Which proves what we've been saying all along: 1. That the timeliest stories consistently go to the magazine that has made a habit of being first with the timeliest; 2. That where there's editorial vigor like this, there's an advertising story to match. * Publisher's estimate

WHEN THE JOURNAL SPEAKS - WOMEN LISTEN

If you missed any or all of the Jacqueline Kennedy articles by Mary Van Rensselaer Thayer, call your Journal rep for copies

UAA to Sell Lopert Films

United Artists Associated, New York, tv film producer-distributor, has been named to handle the tv sales activities of another UA subsidiary, Lopert Pictures Corp., through the newly created Lopert Films division of UAA. Harvey Reinstein, formerly eastern sales manager of Lopert, has been named director of UAA's new division. Lopert Pictures Corp. will continue to distribute theatrical releases.

WTRF-TV STORY BOARD

SIGN ON A REDUCING PARLOR . . . "It's your BEFORE we're after!"

T. R. Effic!

Wheeling wtrf-tv

THE THING most women dread about their past is its length.

wtrf-tv Wheeling

KAREN COED REPORTS that when an Ohio State Prof. asked Mike to name two ancient sports, Mike answered: "Anthony and Cleopatra!"

Wheeling wtrf-tv

DIDJA HEAR about Metrecal getting an award — the Nobelly prize? Or the ads South of the Border who dieted herself back to her former svelteness . . . and whose proud husband calls her his "Metrecal Rose"?

wtrf-tv Wheeling

TWO BUSINESSMEN were talking . . . "Is your advertising getting results?" inquired the first. "I sure is!" moaned the second. "Last week we advertised for a night watchman, and the next night we were robbed."

Wheeling wtrf-tv

ADVERTISING RESULTS in the Wheeling Steubenville Industrial Ohio Valley are successfully delivered by the big and bold TV audience dominated by WTRF-TV from Wheeling. Ask George P. Hollingbery to give you the specifics.

wtrf-tv Wheeling

DIDJA NOTICE? A man's horse sense seems to desert him whenever he's feeling his oats!

Wheeling wtrf-tv

JUST REMEMBER . . . nudism is merely a different way of looking at things!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Pauley Gas Station Chain Gives up Try to Stamp Out Stamps

LOS ANGELES, April 4—Even the best laid schemes of gasoline marketers, it seems, sometimes gang aft a-gley.

Take Pauley Stations, for example.

Last fall, Edwin W. Pauley, a big man in California politics and boss of Pauley Petroleum, announced his intention of invading the hotly competitive Southern California gasoline market with a new brand, Pauley Blend gasoline, to be marketed through a string of company-owned stations.

At the time, the avowed aim of Pauley marketers was a "return to the basic elements of good retailing: Convenience, quality and low cost." This was to be done via a combination of whimsical ads ("World's most mediocre oil") and sale of nine different blends of gasoline at nine different prices.

What's more—and this was the kicker—the Pauley system would not offer trading stamps. Pauley stations, said Mr. Pauley, would make "a real college try" to stamp out the stamp business in gasoline marketing.

■ All of this, of course, was some six months ago. Today, according to James McCleery, of the Pauley agency here, McNeill, McCleery & Cochran, the Pauley chain is growing at the rate of roughly one station every ten days. Three stations, he said, are already in Los Angeles, with 20 or so others scattered around the periphery of the metropolitan area and through the San Joaquin valley.

The "college try" to do away with trading stamps, however, hardly got to the secondary school level. Pauley stations, it appears, are giving away stamps just like the rest of the competition. "We have tried to avoid trading stamps," said Mr. McCleery, sadly, "but there are some local communities around here where trading stamps are a way of life." ≡

Meyer Forms Own Agency, Succeeding Clair & Meyer

Forrest G. Meyer has formed his own agency, Forrest G. Meyer Advertising, succeeding Clair & Meyer Advertising Agency, Denver, of which he was a partner. Offices will be at 1150 Delaware St. Don Clair, former partner in Clair & Meyer, is forming Don Clair Associates and will continue as a Denver area adman.

Principal accounts served by the new Meyer agency include Colorado Milling & Elevator Co., Premium Beverages-Miller High Life beer; Western Cine Service; Garvin Roto-Rooter Service; Guys & Dolls juvenile furniture, and Stevens Nut Sales.

McCall Profits Up; Rate Base Boosted

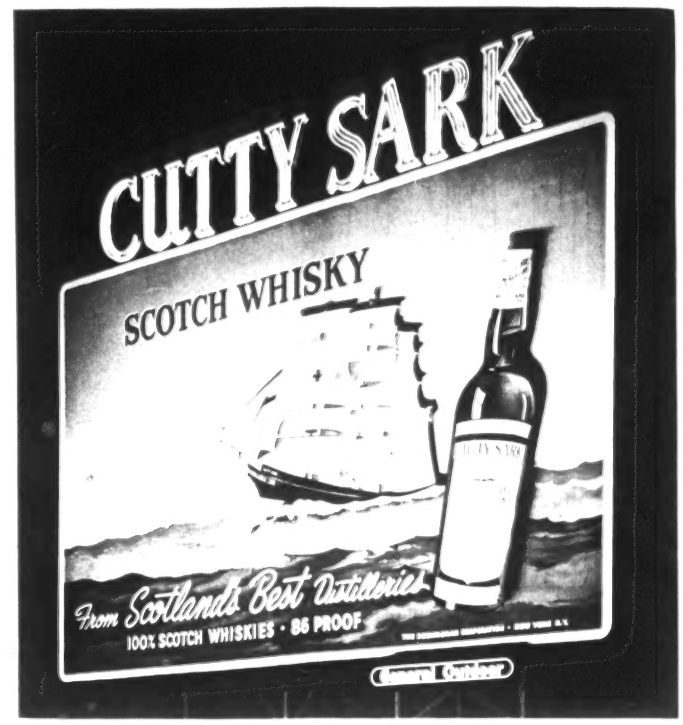
Net profits for McCall Corp. increased 10% to $1,377,903 in 1960 from $1,253,423 in 1959. At the same time, McCall revenue increased 20% from $74,708,006 to $89,957,859. *McCall's* will adopt a new circulation rate base of 7,000,000, effective with its October, 1961, issue; new rates will be announced May 1. The magazine previously announced it would raise the rate base to 6,700,000, effective with the July issue.

Hearne Joins Lawry's

Gordon Hearne, formerly with Cunningham & Walsh, has joined Lawry's Foods, Los Angeles, as director of advertising, succeeding Jens Pedersen, who resigned.

Casco Appoints Becker

Paul I. Becker, formerly with Commercial Coatings Corp., Miami, has joined Casco Products Corp., Bridgeport, Conn., as director of advertising and sales promotion.



SARK AHOY—*Reportedly the largest animated outdoor advertising display in Chicago, this Cutty Sark spectacular stands on the south side of the Michigan Ave. bridge. The 24x32' cutout ship rocks through the briny blue 18 hours a day. The entire structure, built by General Outdoor Advertising Co., is 80x65' and is illuminated by a bank of 31,000-watt floodlights. Similar spectaculars have been erected in Northern California and in the San Francisco area.*

Supreme Court Will Rule on FTC Seizure of Census Material

WASHINGTON, April 4—The Supreme Court agreed last week to resolve the conflict between decisions of the two circuit courts which have considered efforts of the Federal Trade Commission to subpoena copies of census report forms which business men retain in their files.

Last November the Supreme Court refused to review a decision from the seventh circuit which prevented FTC from seizing copies of census forms retained in the files of Beatrice Foods, Chicago (AA, Nov. 14). Now the issue is before the court again, after the second circuit ruled that the commission can take similar materials from the files of St. Regis Paper Co.

FTC's efforts to obtain copies of census returns has raised a sharp feud within the government. When the Beatrice case was referred to the Supreme Court, the Department of Commerce filed a memorandum warning that business men might refuse to cooperate with the Bureau of the Census if the FTC can get its hands on confidential information requested in census forms.

■ FTC wants to get census reports, because they enable commission economists to determine the percentage of market which the company has for a particular commodity. The commission concedes that it cannot have access to materials in the Census Bureau files, but it contends the bureau cannot extend immunity to the carbon copies retained by business men.

When the Beatrice case was pending last fall, the solicitor general, who ordinarily represents the government in the Supreme Court, stood on the sidelines. He pointed out that there were differences within the government, with the Department of Commerce on one side, and the FTC and anti-trust division of the Department of Justice on the other.

The Commerce Department's viewpoint prevailed when the court refused to disturb the seventh circuit ruling in the Beatrice case. FTC carried the day in the St. Regis case, and now the Supreme Court has scheduled the St. Regis case for a full review at next fall's term.

■ In the Beatrice case, the Commerce Department argued that the copies of census forms retained by business men are really government property. The Census Bureau contends the copies are retained for the convenience of the government, since it is frequently necessary for the bureau to confer with the respondent on information which is divulged in the original response.

With new policy-making officials in top levels of all the agencies that have differed over the sanctity of census returns in the past, the government's position in the St. Regis case appeal has become a question of particular interest.

In the St. Regis case, FTC investigators were seeking to obtain retained copies of census reports, as part of their investigation of a series of paper industry mergers. In upholding their right to get these reports, the circuit court specifically said it disagreed with the position the second circuit took in the Beatrice case.

■ The solicitor general subsequently notified the Supreme Court that he was not opposed to a review of the St. Regis decision, since it conflicted with the decision of the second circuit on the same issue. The solicitor general has not indicated what decision he thinks the court should reach, and he is not expected to take a stand until he files his brief in the case next fall. ≡

'WSJ' Appoints Three

The *Wall Street Journal*, New York, has named William F. Kerby, previously vp and editorial director, exec vp and editorial director; Buren H. McCormack, formerly a vp, vp and general manager in addition to retaining editorial director and treasurer duties; and Vermont C. Royster, editor, a member of the executive committee.

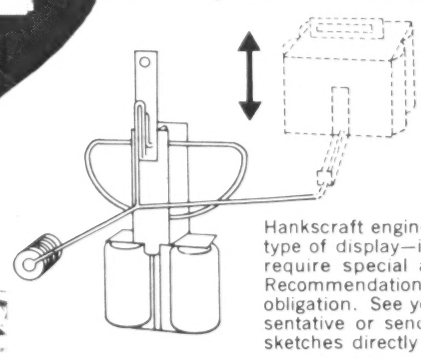
Beck Joins KRAK

Don Beck has joined the sales department of KRAK, Sacramento, as an account executive. Mr. Beck was formerly sales manager of KORK and KRAM, Las Vegas.

Hankscraft Display Motors help Budweiser® set sales in Motion!

Sales in supermarkets of world-famous Budweiser beer have increased substantially wherever this clever "Pick a Pair" display has been used. Powered by a standard Hankscraft battery-operated oscillating motor, the lovely lady commands attention (and moves Bud fast!) by raising and lowering a facsimile six-pack. She works silently and economically for weeks without attention.

Display courtesy Anheuser-Busch Inc.
Produced by Simmons Sisler Co., Inc., St. Louis, Mo.



EXPERIENCED ENGINEERING SERVICE

Hankscraft engineers can animate any type of display—including those which require special action or AC power. Recommendations will be made without obligation. See your Hankscraft representative or send cutout dummy and sketches directly to:

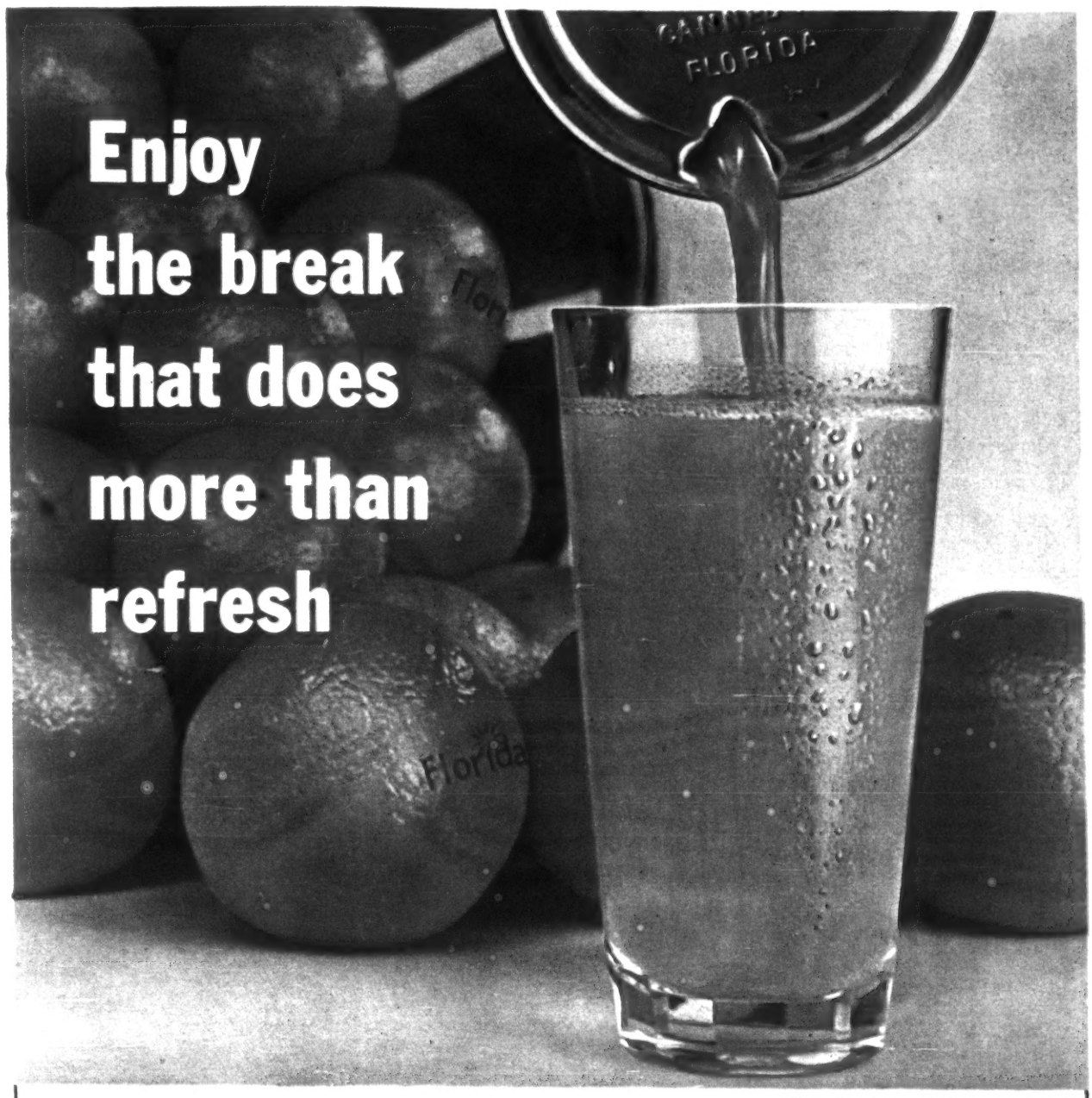
HANKSCRAFT COMPANY, Display Motor Division
REEDSBURG, WISCONSIN

World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis
New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Are You A Perceptive Adman?

•

AMONG THE MAGAZINES USED BY THE FLORIDA CITRUS COMMISSION ARE . . .



©Florida Citrus Commission, Lakeland, Florida, 1960

After hard work or play, take an orange juice break to restore the Vitamin C and energy you need

So thrifty and delicious in the convenient can—at breakfast, *and* any time you're tired or thirsty, orange juice is more than a refreshing pickup. It restores the Vitamin C and energy you've used up.

Get the real thing. Check the label. If it says "orange drink" or "orange juice drink," it's *not pure* orange juice. Only *pure* orange juice gives you natural Vitamin C and other health benefits, as no orange-flavored "drink," synthetic or powder can. Keep *100% pure* canned Florida orange juice handy in your refrigerator.

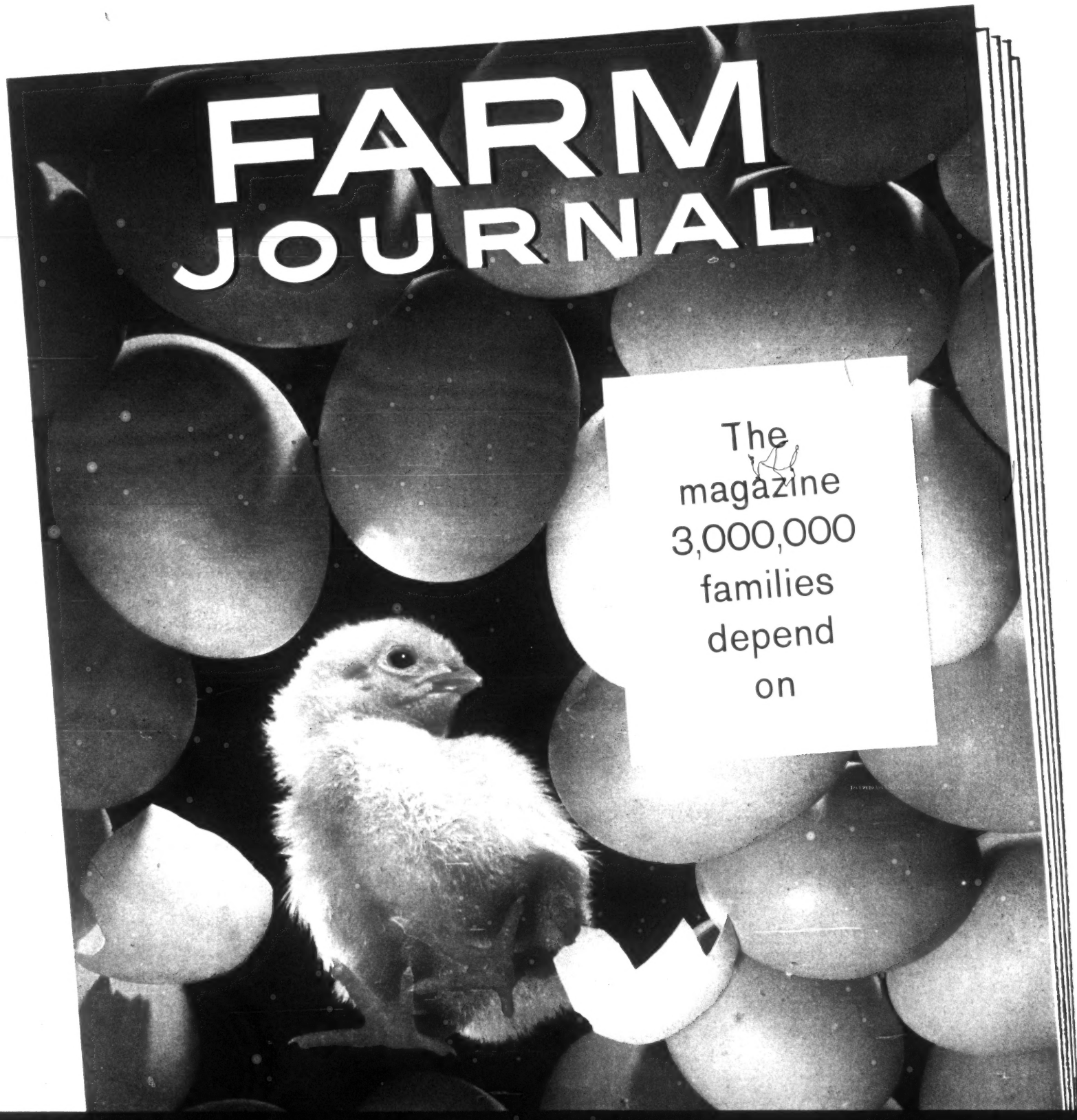
It's Nature's Powerhouse of Vitamin C and quick energy

FULL-STRENGTH PURE ORANGE JUICE
FROM FLORIDA

AND OF COURSE . . .

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

PERCEPTIVE **FLORIDA CITRUS** ADMEN CHOOSE . . .



because FARM JOURNAL families are good supermarket customers

What makes a good supermarket customer? Steady employment. A good income. A big family. And lots of home-cooked meals. On every point, a perfect description of a typical FARM JOURNAL family. Many of the nation's top advertisers know that FARM JOURNAL'S big families eat 37 million more home-served meals a week than an equal number of urban families. And they are doing something about it—in FARM JOURNAL.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

RELISH AND—*H. J. Heinz Co. will offer to buy the hamburger, hot dogs or buns to go with its relish in this newspaper ad which will run in 180 cities before holidays this summer. The offer will get extra push on Heinz tv shows on NBC. Maxon Inc. is the agency.*

Scranton Advertisers Get Standards in Cooperative Effort

SCRANTON, PA., April 4—Advertising standards for the Scranton area are being distributed to all advertisers.

They are the result of a cooperative effort by the Scranton Advertising & Sales Club, the Commercial Assn. and the Better Business Bureau.

Some time ago, copies of the standards were supplied to area media for their comment. Subsequently, meetings were held with all media, individually and collectively. All of them newspapers, radio and tv, enthusiastically agreed to cooperate in making the standards effective.

The next step will be to obtain pledges from advertisers that they will make every effort to live up to the code. The mechanics of the plan will be carried out by the BBB staff, assisted by retail advisory committees. ■

Dailies' Plant Outlays Up

A total of 832 U.S. and Canadian daily newspapers invested $100,177,081 in plant expansion in 1960, compared with $97,546,213 in 1959, according to the American Newspaper Publishers Assn., New York. At the same time, the ANPA reported that the papers expect to spend another $110,378,300 on expansion in 1961.

Knipschild Alters Name

Knipschild-Robinson, Chicago, merchandising agency, has changed its name to William A. Robinson Inc. Mr. Knipschild, former president, has resigned and sold his interest to Mr. Robinson. His future plans have not been announced. At the same time, William B. Davidson, creative director, has been appointed exec vp.

'Star-Ledger' Has Rate Plan

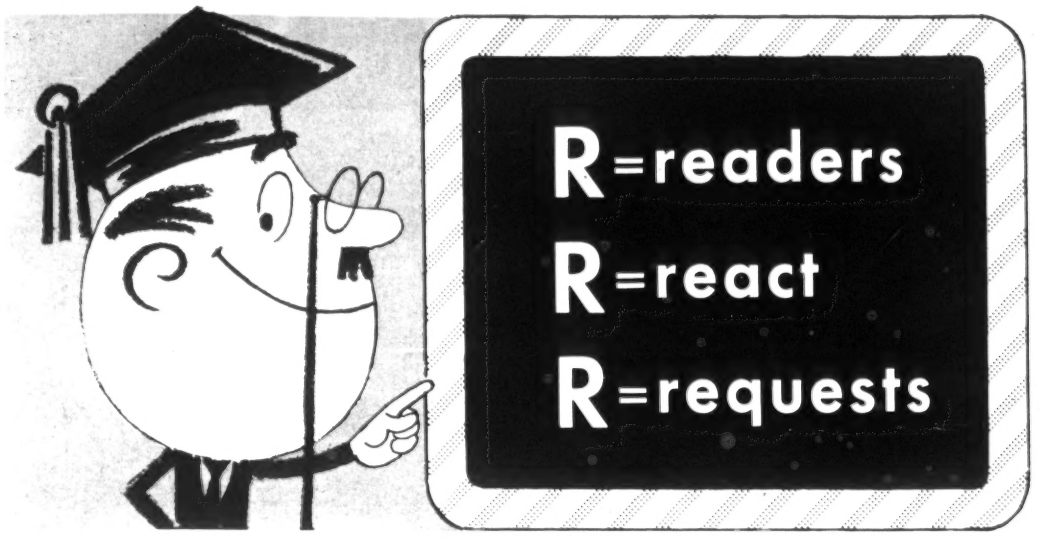
The *Newark Star-Ledger* has announced a new bulk rate policy, effective May 1. The newspaper will offer discounts ranging from 1% on 1,000-lines to 15% on 200,000 lines used within a year. The *Star-Ledger* will also boost its daily general line rate from 59¢ to 67¢, and its Sunday rate from 69¢ to 84¢.

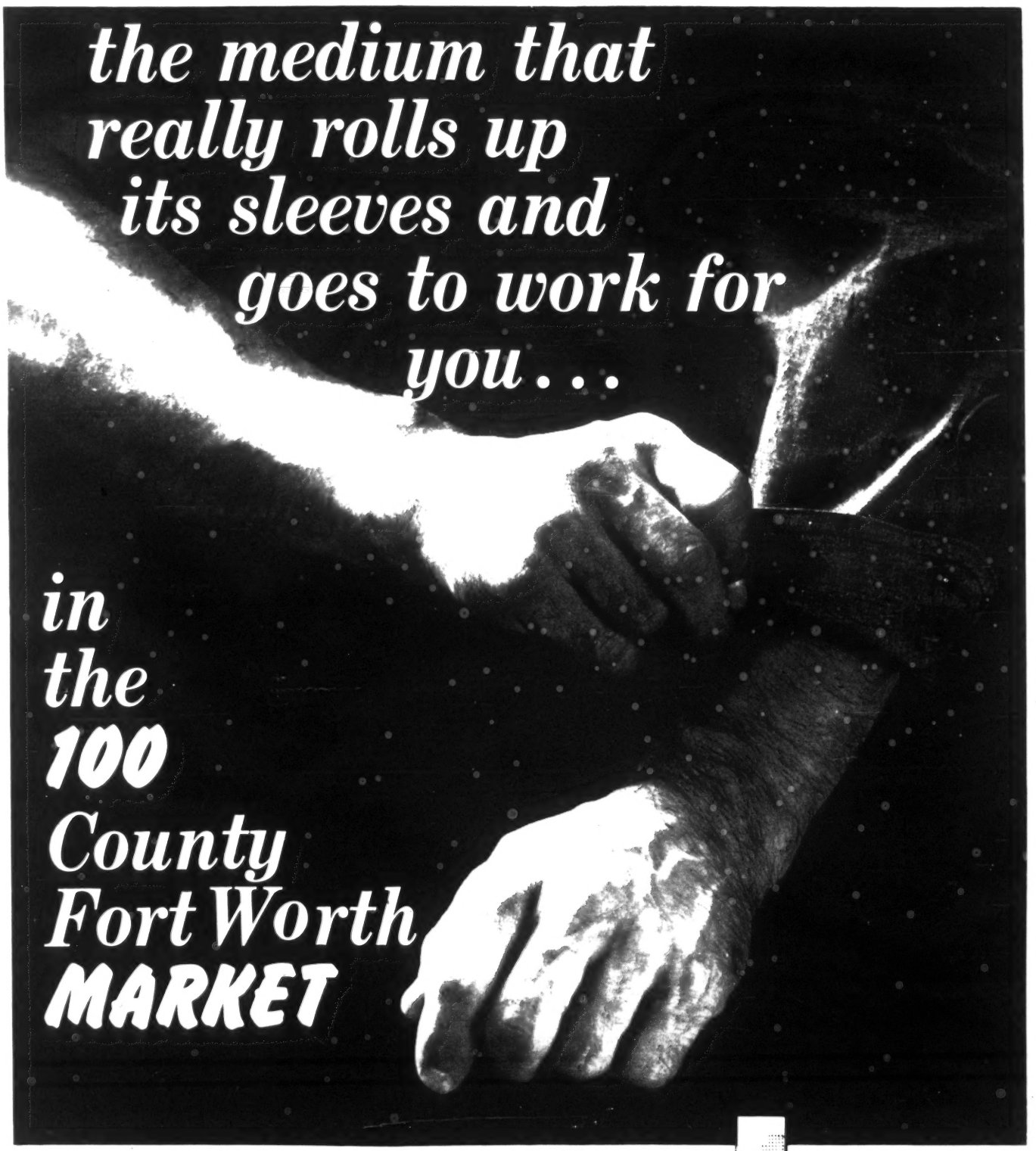
Metropolitan Broadcasting Renamed MetroMedia

Metropolitan Broadcasting Corp., New York, has changed its name to MetroMedia Inc. because of the company's expansion into the outdoor business through its acquisition of Foster & Kleiser last year. Broadcasting now constitutes only about 50% of its income, John W. Kluge, board chairman and president of the company, said.

Sales Services Bow

Sales Development Services, a new company at 730 S. Hoover St., Los Angeles, has been established to provide various advertising, promotion and merchandising services to manufacturers. The company is headed by Lee K. Rozelle and Champ Gross, formerly ad manager and promotion manager respectively, of Nelson R. Crow Publications, Los Angeles.





One Fourth of ALL Texas Business is done in the 100-county Fort Worth Market . . . covered thoroughly everyday by the Fort Worth Star-Telegram.

Source: Sales Management

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

How Johnson and
Reader's
Digest
March 1941

Evinrude are winning the outboard race around the world

Outboard Marine puts its message before nearly 65 million of the world's best customers by using the Digest at home and abroad

"Around the world, our sales volume today is more than 16 times greater than it was 20 years ago; Reader's Digest has played an important part in achieving this growth," says Stephen F. Briggs, Board Chairman of Outboard Marine, the outboard leader that produces both Johnson and Evinrude motors.

"Outboard Marine began using Selecciones (the Latin American edition of the Digest) twenty years ago, during its first year," Briggs continues. "The success of this investment led us to become one of the first advertisers in the U.S. edition. Since then we have consistently increased our Digest advertising for Evinrude and Johnson both here and abroad. Results have been so satisfactory that now we're using the Digest *globally*."

In the U.S.: a 12-page insert

The backbone of the Johnson division's 1961 promotion and merchandising in the U.S. was a detachable 12-page insert in the March Digest. This unusual selling device reached a third of America's outboard pleasure-boat owners in the Digest . . . and added millions through reprints.

Outside the U.S.: 109 pages in 26 Digest editions

Evinrude and Johnson are running a bigger schedule than ever in the International Editions of the Digest during the current sales year. In selected editions they are also being joined by Gale, Outboard Marine's other line of outboard engines.

"We take full advantage of the Digest's flexibility,"

says S. A. Briggs, President of Outboard Marine International. "We can reach in the Digest not only millions who want motors for pleasure boating, but a great many others who need motors to transport industrial products and commercial goods by water."

Quick Facts for U.S. and Global Advertisers

World's largest circulation: U.S. Digest circulation (over 12,500,000) is nearly twice that of any other magazine. Overseas circulation (9,005,248) is 10 times greater than any other international magazine.

Highest-quality audience: The higher the income level, the more Digest readers you find. In the U.S., nearly half are in the top economic third.

Lowest cost: In the U.S. and most overseas markets, the Digest reaches responsive millions at lower cost than other U.S., international or foreign magazines.

Double your chances-to-sell: Because each Digest copy is read repeatedly, you get extra *chances-to-sell.* In the U.S., for example, a typical Digest ad is looked at over 60 million times (against about 30 million times for Life, Look or Post). Allowing for page costs, each Digest dollar *doubles your chances-to-sell.*

People have faith in

Reader's Digest

one! six! two
THAT'S PORTLAND MAINE

Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

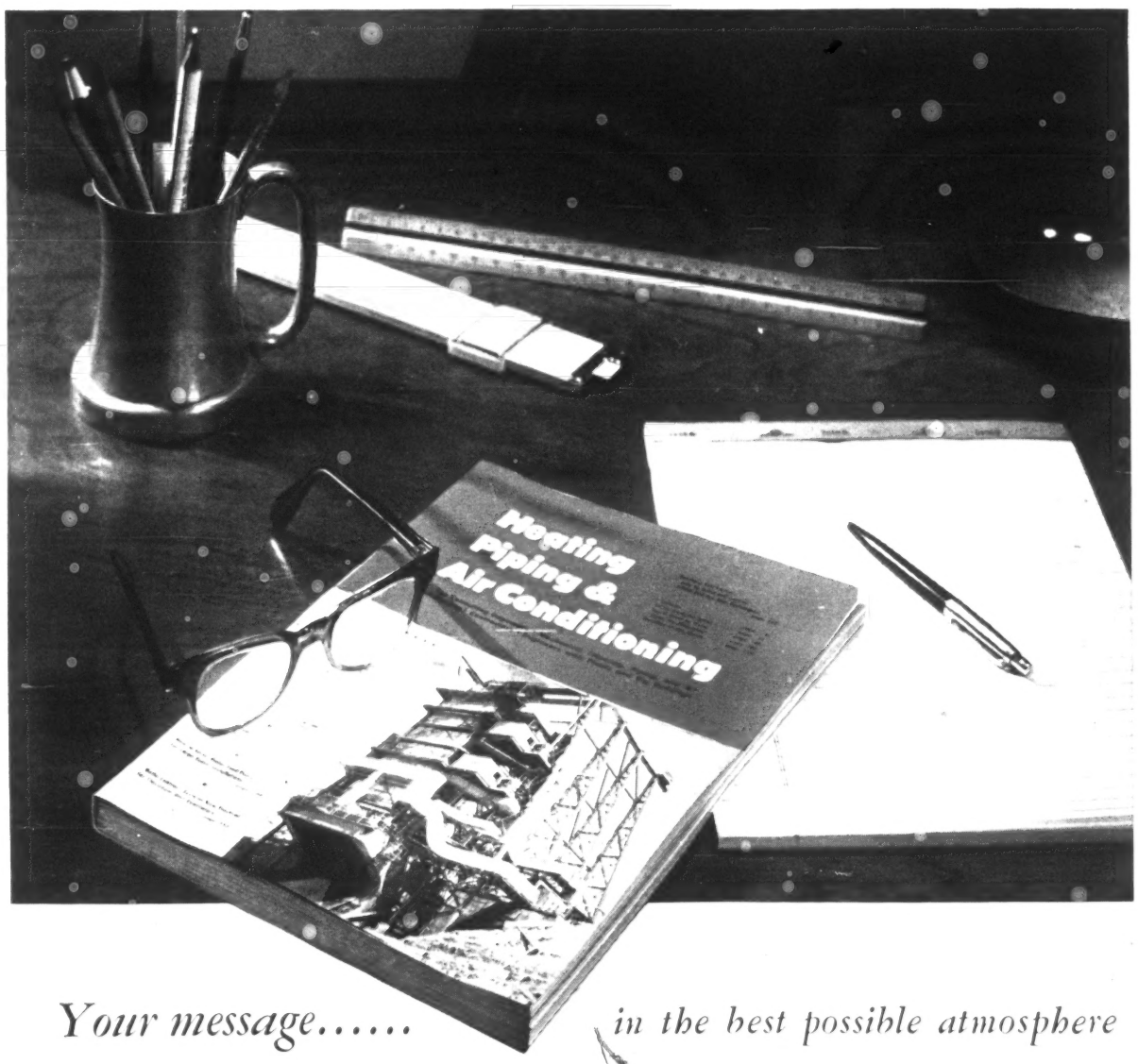
Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone 94% coverage ABC retail trade zone

PORTLAND, MAINE NEWSPAPERS
PORTLAND PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM
represented by Julius Mathews Special Agency

LOVE THAT STEEL—*U. S. Steel Corp. is running this color spread in the annual Hardware Week issue of The Saturday Evening Post April 22. Display material for retailers will be designed to sell steel merchandise regardless of brand. Batten, Barton, Durstine & Osborn, Pittsburgh, is the agency.*



Your message..... *in the best possible atmosphere*

This is the one that sticks just to the services for which it is named and further confines itself solely to the industrial-big building field. No residential, no plumbing, no refrigeration!

This is the one that, because of its specialized, clearly focused editorial, has a unique appeal to ALL of the four purchase-control factors in this market: the consulting engineers, mechanical contractors, engineers with industrial plants, and engineers with large buildings. No gaps, no untouched bases!

This is the one that provides not just distribution for the sake of numbers but gives you provable, fully paid circulation of the decision-makers in your field. Each reader pays for it directly, individually, voluntarily.

And this is the one that, because of these distinguishing features, leads by over 2 to 1 in advertising volume, has more advertisers, and is used on an exclusive basis by more advertisers.

This is HEATING, PIPING & AIR CONDITIONING . . . . a Keeney publication, 6 N. Michigan, Chicago 2.

ABP ABC

MAB Opens Drive in Newspapers via Stanford Associates

NEW YORK, April 4—A $175,000 advertising campaign in newspapers in four markets has been started by the Magazine Advertising Bureau, a division of the Magazine Publishers Assn.

Through its agency, Stanford Associates, Milford, Conn., MAB has scheduled b&w pages once a week, for ten weeks, in the *Chicago Tribune, Detroit Free Press, New York Times*, and *San Francisco Chronicle*.

The first ad, headed: "Magazines give people ideas," ran last week. It asked, "Why is the tide running towards magazines?" A photo depicted an expanse of swirling ocean; in the middle was a lone buoy. Copy points were readership discoveries by *Harvard Business Review* and the American Library Assn., and magazine revenue and readership increases.

The campaign is being handled by Alfred B. Stanford, agency president and publisher of the *Milford Citizen*. Formerly ad director, the *New York Herald Tribune* and earlier a vp and head of the review plans board of Benton & Bowles, Mr. Stanford was one of the three founders of Compton Advertising. He left the New York ad world with his purchase, in January, 1954, of the *Citizen*.

■ Queried on his future agency plans, Mr. Stanford said, "While the MAB campaign constitutes a return to the agency business, we'll remain small and specialize on publishing problems." He said that the agency's only other clients, at the moment, are Henry I. Christal Co., New York, which represents a 15-station radio group, and "a New England oil company."

He indicated, however, that a campaign for Christal would start "some time in May" via the *Wall Street Journal* and Chicago and New York newspapers, plus business publications. ≡

Brush Makers' Awards Go to Five Advertisers

The American Brush Manufacturers Assn., Philadelphia, has inaugurated the Gold Brush awards for "outstanding contribution to the promotion of paint brushes and for service to the industry." Winners were chosen by a judges panel of marketing writers and plaques were presented at the ABMA annual convention last month.

Winners were: business paper advertising, Rubberset Co.; consumer advertising, T. S. Simms & Co. Ltd.; point of sale display, Ideal Brushes; direct mail promotion, Maendler Brush Mfg. Co.; and brush packaging, Edy Brush Co.

How McGraw-Hill trims off subscription "fat" with Western Union Survey Service

No frills . . . no fat . . . just prime, lean circulation meat. That's what McGraw-Hill serves up to advertisers in its many publications.

And to keep its paid subscription lists meaty and meaningful, McGraw-Hill makes regular use of Western Union Survey Service to supply any missing data on subscription applications.

Trained Western Union interviewers ask pertinent questions at the local level . . . get information fast . . . and speed it to McGraw-Hill. This information enables McGraw-Hill to guard against circulation dilution. Advertisers gain, too. They *know* that the ABC-paid circulation of every McGraw-Hill magazine is *all*-influential.

Your company, too, can put its hands on the facts in record time with Western Union Survey Service. Want regional or nationwide market and opinion surveys? Distribution checks? Data on competitive activity? Just tell us who to contact, with what questions, and leave the legwork to us.

More facts? Send coupon to us by collect wire. Or write to us on your letterhead.

Western Union Special Services . . . for action!

TELEGRAMS-FOR-PROMOTION • OPERATOR 25 • SURVEY SERVICE • AD DISTRIBUTION SERVICE • TELEGRAM-PLUS

WESTERN UNION
TELEGRAM

Special Services Division, Dept. A-3 — COLLECT
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

Please send me more information, without obligation, on Western Union Survey Service.

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Company_____ Title_____

Address_____

City_____ State_____

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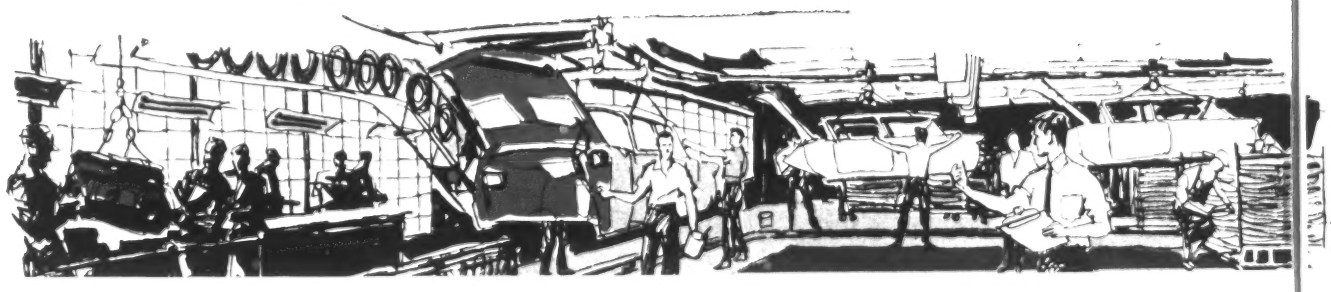

METALWORKIN MOST POWERF SELLING TOOL

UE

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G'S

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In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

Three out of five metalworking machines in the country today are over-age. The U.S. has dropped to fourth place (after Russia, West Germany and Red China) as a producer of machine tools.

What are we doing about it?

For one thing, the government promises to step in with new tax policies that will help industry to invest in new tools to narrow "the machine gap". For another, technology is moving fast . . . with new methods, new techniques for making products better, faster, cheaper.

This is where American Machinist/ Metalworking Manufacturing fits in. It has led the crusade for tax policies that will help business keep its plant up to date. And more importantly, manufacturing men in plants making everything from watch bands to airframes turn constantly to AM/MM for news and information on the latest developments and techniques that will help produce more at a profit.

Because manufacturing men must keep on top of new developments in metalworking, AM/MM is a direct sales channel to this ever-vital market. More than 45,000 metalworking manufacturing men read it twice a month.

You don't have to look far beyond this fact to see why so many advertisers find this magazine metalworking's most powerful selling tool.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

Major Advertising Account Changes, 1st Quarter 1961

U.S.

ACCOUNT	TO	FROM	BILLINGS (EST.)
Bernhard Altmann Corp.	Gilbert Advertising	Altman-Stoller	$ 150,000
American Can Co. (Canco division)	G. M. Basford Co.	Compton Advertising	250,000
American Export Lines	Cunningham & Walsh	Doyle Dane Bernbach	600,000-800,000
American Honda Motor Co.	Gumpertz, Bentley & Dolan	———	150,000
American Machine & Foundry Co. (International group, tobacco division)	EWRR	Knox, Kornfeld & Smith	450,000
American Petrofina Co. of Texas	Weiner & Gossage	Taylor-Norsworthy	———
Anaconda Co. (Anaconda American Brass Co.)	Wilson, Haight & Welch (effective June 1)	K&E	600,000
corporate account)	K&E	Albert Frank-Guenther Law	200,000
Andes Coffee Co.	Smith Greenland	Ketchum, MacLeod & Grove	50,000
Atlas Powder Co. chemicals division)	Hicks & Greist	Aitkin-Kynett Co.	250,000
Babcock & Wilcox Co.	Marsteller, Rickard, Gebhardt & Reed	O. S. Tyson & Co.	300,000
Bali Brassiere Co.	Fletcher Richards, Calkins & Holden	Hockaday Associates	150,000
Hazel Bishop Inc.	North Advertising	Raymond Spector Co.	2,000,000
Blue Bell Inc.	Altman-Stoller (effective July 1)	N. W. Ayer & Son	—750,000
Blue Cross of So. Cal.	J. Walter Thompson	Honig-Cooper & Harrington	———
Bon Ami Co.	Hoyt Associates	Cole Fischer Rogow	+1,000,000
Bonanza Air Lines	Hal Stebbins Inc.	Gaynor & Ducas	———
Boyle & Co.	Gumpertz, Bentley & Dolan	Anderson-McConnell Advertising Agency	100,000
Bristol-Myers Co. Bristol Laboratories	Sudler & Hennessey	Sproul & Associates	800,000
California Egg Promotion Board	Walker Saussy Advertising	No previous agency	75,000
Capitol Records Angel records	Donahue & Coe	Grant Advertising	100,000
Carey Salt Co. table salt & grocery items	Lowe Runkle Co.	D-F-S	150,000
agricultural salt	Kane Advertising	D-F-S	
Carling Brewing Co. Red Cap ale	Edward H. Weiss & Co.	Benton & Bowles	500,000
Carrollton Mfg. Co.	Waldie & Briggs	Grant, Schwenck & Baker	150,000-200,000
Chock Full O'Nuts Corp.	———	Grey Advertising Agency	+1,500,000
Consoweld Corp.	Hoffman, York, Paulson & Gerlach	EWRR	150,000
Crane Co. industrial products account	Lampert Agency	D'Arcy Advertising Co.	500,000
Crescent Mfg. Co. Crescent spice, extract, nut, ice cream topping & Mapleine syrup flavoring account	Baker & Stimpson Advertising	Pacific National Advertising	100,000
De Soto Chemical Coatings wallpaper	Buchen Advertising	Irving J. Rosenbloom & Associates	250,000
paint	Buchen Advertising	Burton Browne Advertising	
Du Pont home furnishings division of textile fibers dept.	N. W. Ayer & Son trade ads effective April 30; consumer June 30)	BBDO	———
Ecco-Fonic portable echo chamber	Kennedy, Walker & Cox	———	100,000
Elkay Mfg. Co.	Peitscher, Janda & Associates	Waldie & Briggs	100,000
Emerson Radio & Phonograph Corp.	Robert Whitehilling	Friend-Reiss Advertising	500,000
Farmers & Mechanics Savings Bank of Minneapolis	Knox Reeves Advertising	BBDO	150,000-200,000
Fiat Motor Co.	Woods-Donegan	Grant Advertising	600,000
First Western Bank & Trust Co.	Guild, Bascom & Bonfigli	Grant Advertising	350,000
Freeman Shoe Co.	J. Walter Thompson	Howard Monk & Associates	250,000
General Controls	Compton Advertising	Hixson & Jorgensen	250,000
General Electric clock and timer division	N. W. Ayer & Son	Y&R*	—1,000,000
automatic blanket and fan department	Maxon Inc.	Y&R	———
Gisholt Machine Co.	Ralph Timmons Advertising Agency	Buchen Advertising	———
Gordon Baking	N. W. Ayer & Son	W. B. Doner & Co.	600,000
General Time (Westclox division)	Hicks & Greist (effective June 1)	BBDO	3,000,000
Graybar Electric Co.	Hicks & Greist	G. M. Basford Co.	200,000
Pez Haas Inc.	Daniel & Charles	Hicks & Greist	250,000
Haloid Xerox office copier account)	Doyle Dane Bernbach (effective June 1)	Hutchins Advertising Co.	500,000
Haloid Xerox (office copier account)**	———	Doyle Dane Bernbach	———
Hamilton-Electrona	Sudler & Hennessey	Wilson, Haight & Welch	———
Hans Holterbosch (Lowenbrau)	Leber & Katz	F&S&R	300,000
Henry Heide Inc.	F&S&R	Kelly, Nason	150,000-200,000
Heritage Furniture	Sudler & Hennessey	Ellington & Co.	———
Hilton Hotel Corp. (Waldorf-Astoria)	Kastor, Hilton, Chesley, Clifford & Atherton (effective May 1)	Needham & Grohmann	———
International Telephone & Telegraph Corp.	Needham, Louis & Brorby	Doyle Dane Bernbach	300,000
I-XL Furniture Co.	Aves, Shaw & Ring	Rand-Ries Advertising	100,000
Kohler Co.	Clifford & Atherton (effective July 1)	Roche, Rickerd & Cleary	500,000-600,000
Laddie Boy Dog Food (and subsidiaries)	Richard K. Manoff	Babcock, Romer, Carberry & Murray	250,000
Leeds & Northrup	Direct	Harris D. McKinney	125,000-150,000
Lever Bros. (Air-Wick)	JWT	Foote, Cone & Belding	———
(Dinner-Redy)	JWT	Kenyon & Eckhardt	———
Lever Bros. (All line of products)	Sullivan, Stauffer, Colwell & Bayles	NL&B	4,000,000-5,000,000
(Swan liquid)	BBDO	NL&B	
Mallinckrodt Chemical Works (industrial chemicals division)	Buchen Advertising (effective June 7)	H. George Bloch Inc.	———
Marhoefer Packing Co.	R. J. Poorman & Associates	Ruben Advertising Agency	100,000
Mercury Record Corp. (popular)	Herbert Baker Advertising	John W. Shaw Advertising	300,000
(classical)	Herbert Baker Advertising	Irving Serwer Advertising	
Mobil Oil Co.	Ted Bates & Co. (effective July 1)	Compton Advertising	6,000,000
Philip Morris Inc. (Alpine & Benson & Hedges cigarets)	———	Doyle Dane Bernbach	4,000,000
Murray Corp. of America (Easy laundry division)	———	Earle Ludgin & Co.	200,000
Nalley's	Compton Advertising (effective July 1)	Pacific National Advertising Agency	1,000,000
National Gypsum Co.	———	BBDO	1,000,000
North Carolina (tourist & industrial advertising)	Bennett Advertising	Ayer & Gillett	375,000
North Star Oil Ltd.	Ogilvy, Benson & Mather	McConnell, Eastman & Co.	200,000
Oliver Corp.	F&S&R (effective July 1)	Buchen Advertising	1,000,000
Otarian Listener Corp. (hearing aid account)	Roberts & Reimers	McCann-Marschalk	———
Parker Pen Co. (Parker pens)	Leo Burnett Co.	Tatham-Laird	3,000,000
(Eversharp pencil division)	Leo Burnett Co. (effective May 15)	Compton Advertising	
Pep Boys	Gumpertz, Bentley & Dolan	Milton Weinberg Advertising	300,000
Pepsi-Cola General Bottlers of Chicago	BBDO	George H. Hartman Co.	100,000
Peugeot Inc.	Papert, Koenig, Lois (effective May 1)	NL&B	100,000
Pittsburgh Brewing Co.	Ketchum, MacLeod & Grove	Smith, Taylor & Jenkins	———
Procter & Gamble (Jif peanut spread)	Gardner Advertising Co. (effective June 1)	Leo Burnett Co.	———
Renuzit Home Products	Philip Klein Advertising	Arndt, Preston, Chapin, Lamb & Keen	———
Revere Camera Co. (Revere & Wollensak cameras & equipment)	EWRR	Jones, Frankel Co. and Keyes, Madden & Jones	+500,000
Richardson-Merrell (Vicks Vatranol nasal medication & Sinex nasal spray)	Sullivan, Stauffer, Colwell & Bayles	Morse International	———
(Clearasil shampoo)	Morse International	BBDO	———
Clearasil ointment	Morse International	Lennen & Newell	———
Ronson Corp. (lighters and accessories)	Doyle Dane Bernbach	Norman, Craig & Kummel	1,000,000
Saab Motors	Kleppner Co.	Gotham-Vladimir	250,000
Schenley Industries (Long John scotch)	Mogul, Williams & Saylor	Kleppner Co.	———
Schick Inc.	Norman, Craig & Kummel	Benton & Bowles	3,000,000
O. M. Scott & Sons	Young & Rubicam	Geer, DuBois & Co.	1,000,000
Scott Paper Co. (Waldorf bathroom tissues)	Ted Bates & Co.	JWT	———
Seabrook Farms (food account)	Al Paul Lefton Co.	Smith Greenland	500,000
Sears, Roebuck & Co. (national advertising account)	Ogilvy, Benson & Mather	C&W	4,000,000-5,000,000
Speidel Corp.	McCann-Marschalk	Norman, Craig & Kummel	1,500,000-2,000,000
Squirt Co.	Donahue & Coe	Honig-Cooper & Harrington	+1,000,000
Standard Oil Co. (N.J.) portion of institutional)	NL&B	Ogilvy, Benson & Mather	+1,000,000
Standard Screw Co. (Fasteners & plumbing faucet products)	Buchen Advertising	Roche, Rickerd & Cleary	125,000
Storer Broadcasting Co. corporate account)	McCann-Marschalk	Peter Finney Advertising Co.	———
Thompson-Ramo-Wooldridge Inc. bulk of account)	Fuller & Smith & Ross	12 different agencies	1,000,000
Trans-Texas Airways	EWRR	Rogers & Smith	400,000
Unexcelled Chemical Corp. (Wash N' Dri)	Norman, Craig & Kummel	Warwick & Legler	———
U.S. Time Corp.	Warwick & Legler	W. B. Doner & Co.	3,500,000
U.S. Tobacco Co. (Copenhagen snuff, Old Briar & Dills Best smoking tobaccos, Encore cigarets)	Doherty, Clifford, Steers & Shenfield	C. J. La Roche & Co.	1,200,000
King Sano and Sano cigarets, Model tobacco, premium tobaccos—Lion Head, White Cloud & Antique Mixture No. 38)	Donahue & Coe	C. J. La Roche & Co.	
Vendo Co.	Cunningham & Walsh	Potts-Woodbury	500,000
Volvo Imports Inc.	Sind & Sullivan	Chirurg & Cairns	1,000,000
Washington National Insurance Co.	R. Jack Scott Inc.	No previous agency	200,000
Westinghouse Broadcasting Co.	Grey Advertising	Ketchum, MacLeod & Grove	———
Westinghouse Electric Corp. (air conditioning products)	McCann-Erickson	Fuller & Smith & Ross	500,000

Canadian

ACCOUNT	TO	FROM	BILLINGS (EST.)
Cities Service Oil Co.	Thorton Purkis	E. W. Reynolds	200,000
Ford Motor Co. of Canada (British cars, Fordson & Ford Tractors and equipment, parts & accessories, "all-product" or institutional advertising)	Vickers & Benson	Cockfield, Brown	900,000
McCormick's	James Lovick & Co.	Spitzer, Mills & Bates	200,000
Mother Parker's Tea & Coffee	Tandy-Richards Advertising	Crombie Advertising	150,000
Radio College of Canada	Ronalds-Reynolds	Paul, Phelan & Perry	100,000

* General Electric announced last October that it would shift the account out of Ayer into Y&R, but in January said that the account would continue with Ayer.

**Doyle Dane dropped the Haloid office copier account 24 hours after getting it, due to an "account conflict" which neither would name.

HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes...HERALDLAND! Over $581 million in food store sales. More than double the food sales in Atlanta Metropolitan County area.

1,724,000 people . . . $3,307 million effective buying power . . . $2,652 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

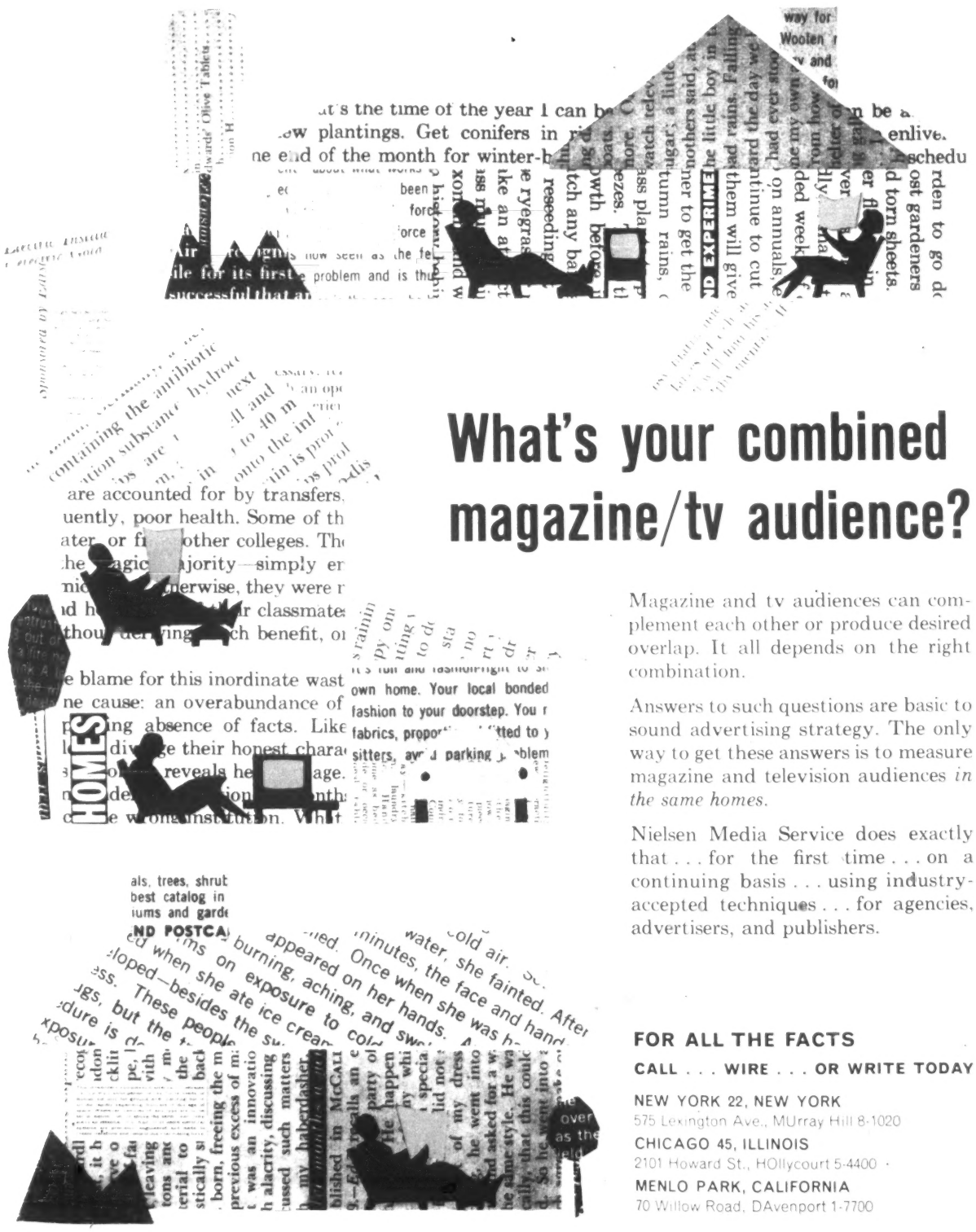
Elinor Hillyer Opens Shop

Elinor Hillyer, formerly vp in charge of public relations of Jamian Advertising & Publicity, has opened her own pr company, Elinor Hillyer Associates, with offices at 60 E. 42nd St., New York. She will specialize in home furnishings, design and women's interests accounts, and will also act as pr consultant to Jamian advertising accounts.

Rover Joins Sullivan, Stauffer

Hal Rover, formerly a vp of Compton Advertising, New York, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as a vp and account supervisor on Lipton tea.

DONATION — *Dr. Robert Ingram (left), executive director, Children's Hospital, Montreal, accepts keys to a fully-equipped ambulance, contributed by the Montreal Advertising & Sales Executives Club from J. A. Lyone Heppner, president of the club. A nurse and a young patient look on.*



What's your combined magazine/tv audience?

Magazine and tv audiences can complement each other or produce desired overlap. It all depends on the right combination.

Answers to such questions are basic to sound advertising strategy. The only way to get these answers is to measure magazine and television audiences *in the same homes.*

Nielsen Media Service does exactly that . . . for the first time . . . on a continuing basis . . . using industry-accepted techniques . . . for agencies, advertisers, and publishers.

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providing actionable facts on magazine/tv audiences for marketing decisions
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Coming Conventions

•Indicates first listing in this column.

April 10-15. National Assn. of Transportation Advertising, 19th annual convention, Gasparilla Inn, Boca Grande, Fla.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 11. Assn. of National Advertisers, workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

•June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

•June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

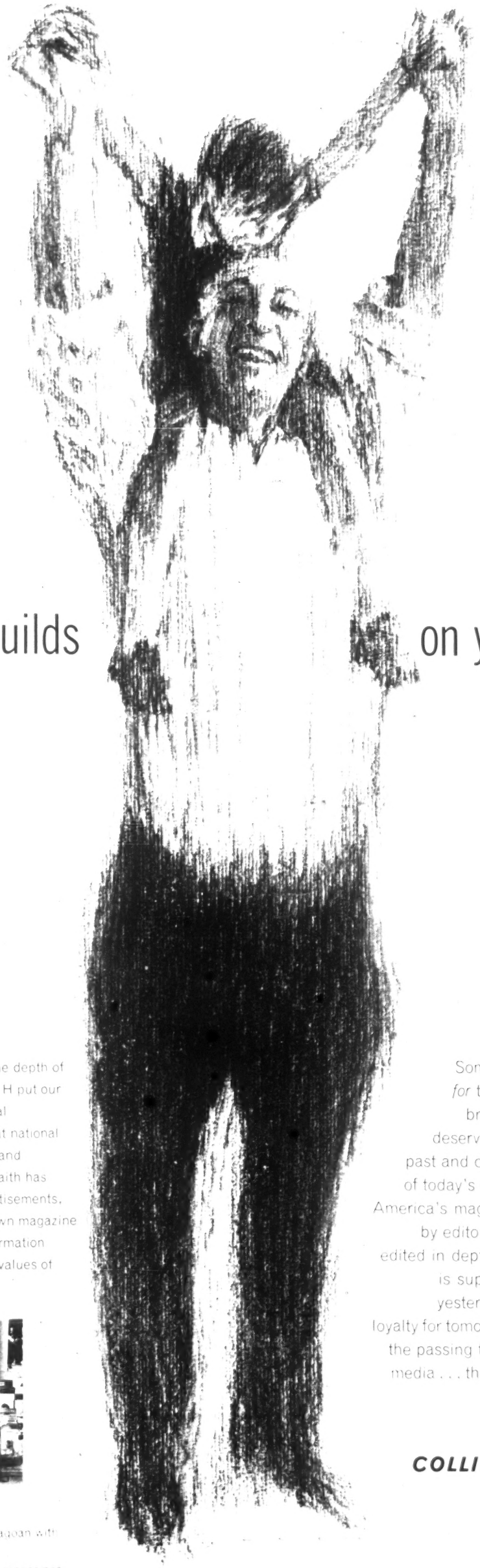
Nov. 6-8. Broadcasters' Promotion Assn. annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

General Building to Ullman

General Building Contractors Assn., Philadelphia, has appointed Ullman Organization, Philadelphia, to handle its advertising.



advertising builds on yesterday for tomorrow

More than a quarter century ago, in the depth of an economic depression, we at C M & H put our faith in the enduring quality of national magazine advertising. We believed that national magazine advertising would increase and standards of quality would rise. This faith has been more than justified. These advertisements, prepared in cooperation with well-known magazine artists and photographers, are a reaffirmation of our faith in the *basic* and enduring values of America's national magazines.

Illustrator: Richard Frooman, young Chicagoan with a sensitive painterly approach, has won awards on assignments done for national magazines.

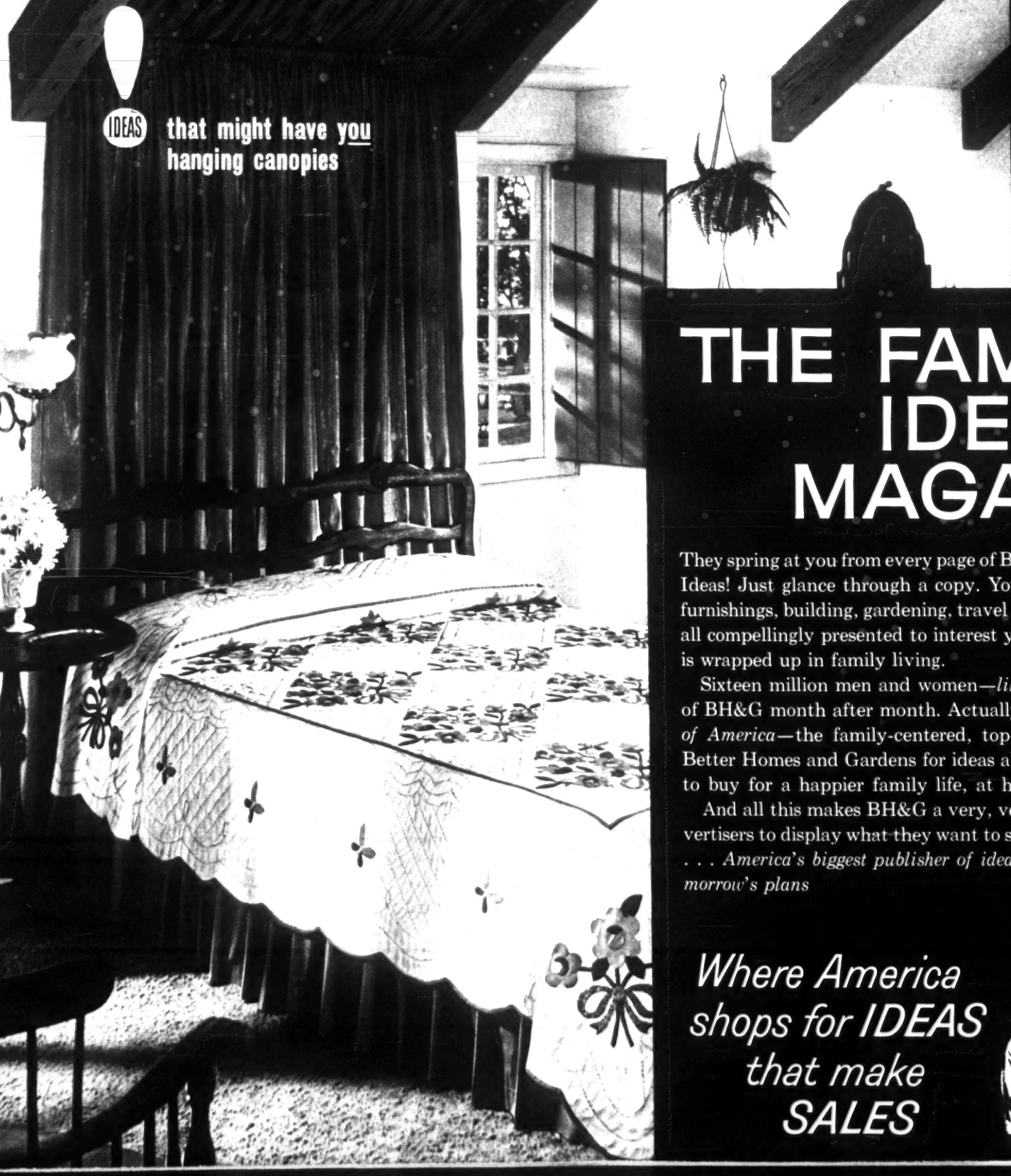
Some advertising sells merchandise in volume today . . . *for* today. It has no roots in yesterday . . . and builds no brand loyalties for tomorrow. Other advertising, which deserves the name *basic*, is deeply rooted in the American past and creates brand loyalties which withstand the pressure of today's competition. Much of this *basic* advertising is run in America's magazines which have built and held their readership, by editorial service, for generations. National magazines are edited in depth and sell in depth. National magazine advertising is supported by the respect and loyalty earned from many yesterdays of friendly service to readers, and builds brand loyalty for tomorrow. Fashions in advertising media rise and fall with the passing tide of expediency, but national magazines are *basic* media . . . the foundation stone of enduring advertising structure.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant

for letterpress and gravure

333 W. Lake Street, Chicago



THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering*—all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Sixteen million men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, *a third of America*—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

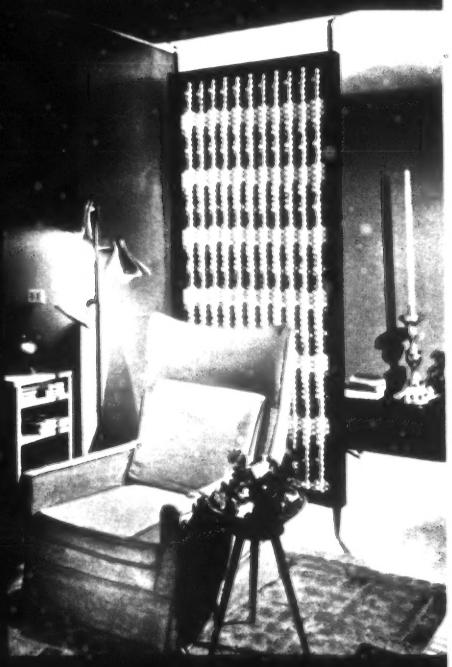
Where America shops for IDEAS that make SALES

own wife would
up—for fun

IDEAS IN ACTION

A pleasing approach

Use a combination of pavings to develop an interesting approach to the entrance of your home. Here, for instance, the owners chose to blend concrete, brick, and smooth river stones.

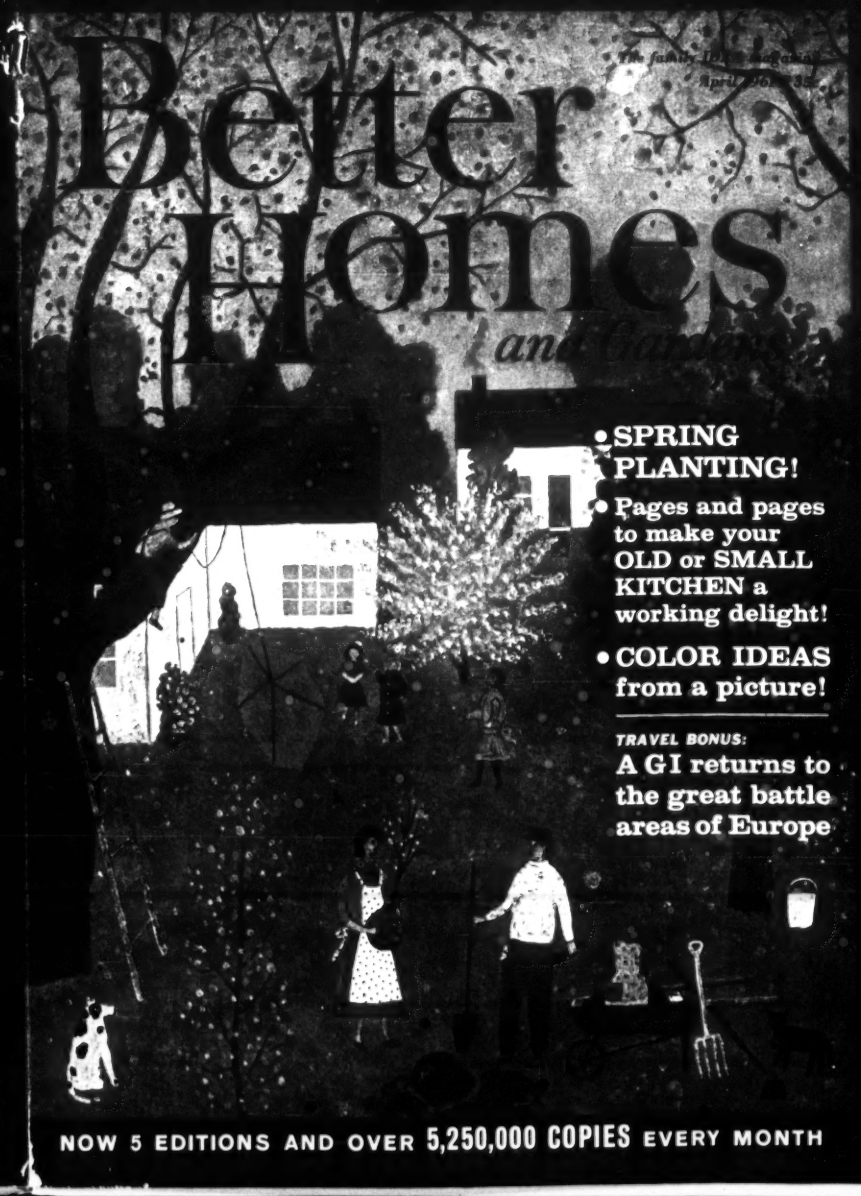


Add color with plastic

A new plastic material in a simple 2x3 frame brings color to this living room and forms an entryway. Springs in the top supports grip the ceiling; the "feet" are furniture legs.

Adds privacy, color

Here's an interesting and single way to get light as well as privacy in an entry hall: the installation of a striking colored glass window.



Pacific Cement Sets Push

Pacific Cement & Aggregates, San Francisco, will launch a campaign this month to promote its Mix-Kwik concrete and mortar mixes. Ads will appear in 21 northern California newspapers. Lennen & Newell is the agency.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C. — CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif. — Phone OLdfield 6-0304
One Operations Office: Livingston, N. J.
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Mitchell Joins Workman

Frank M. Mitchell has joined Ted Workman Advertising, Dallas, as a vp and account supervisor. Mr. Mitchell was formerly an account executive of Glenn Advertising.

Perma-Bilt Boosts Wynn

Perma-Bilt Enterprises, San Leandro, Cal., building organization, has promoted Charles C. Wynn from director of advertising and public relations to director of sales and advertising.

Cummings-Knapp Adds Two

The Sacramento Milk Council and the California State Fair have appointed Cummings-Knapp & Associates, Sacramento, to handle their respective accounts.

James Kinzey Hazzard Fondren

WINNERS—*Four holders of "Ad Man Woman of the Year" titles were gathered recently under one roof. When Genevieve (Hapi) Hazzard, Campbell-Ewald account executive and the Advertising Federation of America's "Ad Woman," presented a Chevrolet style show before the Denver Advertising Club, she discovered three other titleholders present—Numa James, national ad manager of the Rocky Mountain News; Lucille Kinney, president of Advertising Distributing Services; and Lee Fondren, station manager of radio KLZ, Denver.*

Sears Records Peak in Sales; Net Dips; Diamond Jubilee Set

CHICAGO, April 4—Sears, Roebuck & Co. in its annual report, to be mailed to stockholders this week, announced that its sales in 1960 set an alltime high, but that net income dipped 3.3% below last year's alltime high net (AA, April 3).

Net sales in the year ended Jan. 31, 1961, were $4.13 billion, an increase of 2.4% over the previous year's sales of $4.03 billion. Net income of $192,186,010 was 3.3% below the income of $198,670,983 in fiscal 1959. (1960 income was 15.9% higher than 1958's income, $165,788,474.)

Charles H. Kellstadt, board chairman, and Crowdus Baker, president, said in a letter to shareowners that 1960 "was in many respects disappointing for the retail industry."

"Retail sales in general were below the level warranted by consumer income," the letter said. Lower gross margins and higher operating costs, they said, contributed to a reduction in the ratio of net income to sales from 4.9% in 1959 to 4.6% in 1960.

The annual report describes a "Sears Diamond Jubilee—1886-1961," a 75th anniversary promotion, which will be promoted in its catalogs and supported by advertising.

Early in February, the company decided to undertake an extensive national advertising program this year and appointed Ogilvy, Benson & Mather, New York, its agency for national ads (AA, Feb. 6, 13). Although Sears has always done extensive retail advertising, it did not enter the national ad picture until 1956. Sears spent about $435,000 in that year. In 1957, it spent more than $2,250,000.

In 1958, after Sears decreed the store should bear the entire cost of national advertising, expenditures dropped to about $1,000,000. In 1959, under a new system, with funds for national ads coming from Sears suppliers, expenditures were about $500,000. In 1960, expenditures were between $100,000 and $200,000. However, Sears is one of the country's largest local advertisers. In 1959, the company spent $69,529,500 in local media, of which $52,520,000 was in newspapers. ■

British Newspapers Suspend Recognition of Gollings Agency

LONDON, April 4—A London advertising agency, W. H. Gollings & Associates Ltd., which sold out to a financial investment house in February, has run into trouble with its recognition status.

Newspaper proprietors, it is understood, have put the agency's recognition "in suspension" pending a study of the situation. This means the agency cannot automatically count on newspapers granting normal credit and commission facilities.

A select committee of the Newspaper Proprietors' Assn. met last month to study new recommendations on the recognition of agencies which change ownership. It was expected that the committee would pay special attention to agencies which become public companies, or part of public companies, as happened with Gollings.

■ The committee, according to informed sources, will recommend that the NPA should adopt a new and more liberalized attitude to agencies taken over by finance houses.

And any action taken by the NPA could be expected to be followed by owners' organizations in the other media fields.

The nub of this thorny situation is that the entire ordinary share capital of Gollings was acquired by Southcros Ltd., a London finance house, for £250,000 ($700,000).

As it stands at present, the agency recognition system in Britain is designed to insure that advertisers themselves cannot in any way invest in agencies or set up "house agencies."

■ Agencies which are owned, directly or indirectly, by either media or advertisers, are not admitted to membership of the Institute of Practitioners in Advertising. Nor are they eligible for recognition under the terms set out by the media owners' associations.

In this instance, Gollings was not a member of the IPA and, apart from the recognition issue, there was nothing to stop the agency owners selling out to a finance house.

The joint recognition committee of the Newspaper Proprietors' Assn., representing national newspapers; and the Newspaper Society, representing provincial newspapers, are understood to be uneasy about the extent to which Southcros, or any of its associated companies, have investments in fields which would bar them from running a recognized advertising agency.

This recognition issue, and the IPA membership qualification, make it difficult for British agency chiefs to find financing from acceptable sources when they wish to sell their business or obtain additional funds. This results in an increasing number of agencies turning to America when the present owners seek to raise further capital or dispose of their interest. ■

Passengers Prefer Coach: American Profits Off 43.9%

American Airlines cited "a continuing trend toward low-price air coach service" as one of the prime factors in its 43.9% decline in earnings in 1960. American reported earnings of $11,783,000 on sales of $428,482,000. The dollar volume was up 13% over 1959 and American noted that during the year it increased its share of market from 20% to 21.4% (this is the airline's share of total revenue passenger miles for the domestic industry).

Other factors cited for the profit slump were: Slowdown in the economy, increased operating costs, "wasteful" duplicating services authorized by the Civil Aeronautics Board. American carried 8,614,000 passengers in 1960, a gain of 5.6% over 1959. With each copy of its annual report, American sent stockholders a booklet describing the airline's new Astrojet equipment.

Forbes Unit Changes Name

Forbes Marketing Research, subsidiary of Forbes Inc., New York, has changed its name to Forbes Research. The company also has appointed H. Jay Shaffer director of consumer and communications research and Frank Rothman director of industrial marketing research. Both joined the company in 1958 as project directors.

Merck Names Luther Roehm

Dr. Luther S. Roehm, formerly vp of A. E. Staley Mfg. Co., Decatur, Ill., has been appointed vp for marketing of the Merck chemical division of Merck & Co., Rahway, N. J. Dr. Roehm will be responsible for the marketing of some 500 chemical products.

'Contractor' Boosts Flynn

Walther Publishing Associates has promoted John J. Flynn from an advertising representative to advertising manager of *Contractor*, New York. He succeeds the late Sherman F. Glendining, who died more than two years ago.

National Signs 428 Franchises for Shopping Center Network

National Advertising Co., Bedford Park, Ill., a subsidiary of Minnesota Mining & Mfg. Co., reports growth of the Shopping Center Network has exceeded expectations during its first year, with 428 franchise agreements signed. When the network was formed last year by National (AA, April 25, '60) franchise agreements were established with 211 centers in the country.

Weatherproof color displays are in aluminum frames on light poles in supermarket parking areas. For the shopping centers themselves, the network provides revenue from the advertising but requires no investment by the centers. National crews mount the frames, install the ads, change them every 90 days, rotate the panels to new locations each 90 days and maintain the units.

London BBDO Gets Two More Vaseline Products

Chesebrough-Pond's Ltd., London, has appointed Batten, Barton, Durstine & Osborn to handle all British advertising for Vaseline medicated shampoo and Vaseline hair tonic. BBDO is already handling Vaseline liquid shampoo and Vaseline hair cream here. The previous agency is J. Walter Thompson Co., which continues to service the Pond's line.

IN MONTREAL...

the Star provides a new and powerful selling force with

COLOR

available to advertisers beginning

MONDAY, MAY 1st

The Star is the only evening daily in Canada's largest city offering this potent and colorful sales plus.

R.O.P. Color reservations accepted in order of priority.

Ask our representatives or your agency for detailed information.

Represented nationally by
O'Mara and Ormsbee Inc.

The Montreal Star

"Serves and sells Montreal's English market"

National advertising–with local prices

When a salesman shows a dealer scheduled advertising featuring local prices, the ads make a hit, get larger orders!

And local prices are a big selling point with local customers—are doubly effective when displayed with a fine quality reproduction of the product.

Now advertisers can enjoy both advantages in SUCCESSFUL FARMING'S 12 State & Regional Editions!

These editions offer infinite flexibility. The advertiser can match map and market, combine coverage in any way which best meets his individual requirements, custom fit promotion to his sales program. States need not be contiguous.

Used separately or in combination with the SUCCESSFUL FARMING National Edition, they put more push and power where wanted, give dealers extra support, serve for seasonal selling, copy and coupon testing, new product or model introduction, new offer tryouts. All editions have SUCCESSFUL FARMING'S editorial excellence, fine reproduction and long life. And use of more than one edition earns cumulative rates.

SUCCESSFUL FARMING is read by big businessmen in the nation's most important industry, agriculture. Its audience has big farms averaging more than 300 acres, 50% larger than in 1945. They are the country's major producers of hogs, cattle, milk and poultry. In the past decade SF farm families have received an estimated annual average cash farm income about 70% above the national farm average.

SUCCESSFUL FARMING delivers prestige and influence, merited by fifty-nine years of service, helping readers earn more money and live better. Advertising enjoys unusual confidence and respect, gets extra attention and response.

IF you want your advertising to make more sales, use SUCCESSFUL FARMING'S new selling tools! For full data on State & Regional Editions, ask any SF office.

Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

This Week in Washington . . .

Educational TV Move Shows Growing Influence of Kennedy Outlook in FCC

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 6—The Kennedy administration influence was visible for the first time at the Federal Communications Commission last week, when the commission announced that it plans to put educational tv in New York and Los Angeles, even if it is necessary to take back one of the seven channels now used for commercial telecasts in each of these markets (for earlier story, see Page 91).

From the timing, experts soon sensed that this was more than an expression of sentiment. Educational groups having been trying to buy WNTA-TV, Channel 13, New York. Through its notice, the commission seemed to be warning, "If you sell to anyone, you had better sell to the educators."

■ With this display of force in support of the New York educational groups, FCC for the first time rallied behind the leadership of Newton N. Minow, its new chairman. During the month Mr. Minow has been on the job, he has had to take his knocks. The commission's voting line-up has shifted from case to case, and the new chairman has found himself outvoted more often than he prevailed.

So far, Chairman Minow is finding that FCC is really an "independent regulatory agency," just as it says in the textbooks. President John F. Kennedy has gone out of his way to offer support, but the other six FCC members have continued to cast their votes just as if they had never heard of Mr. Kennedy.

■ Before long, however, Chairman Minow's influence at FCC will be increased decisively. From the New York educational tv "squeeze play," he obviously is a chairman who intends to keep the broadcasting industry on its toes.

When Chairman Minow first arrived at FCC, he had already been warned that a long, rough road was ahead. His first move was to put his own people in the key staff jobs. At least two years may pass before he can get reliable majorities among the commissioners themselves.

At the staff level, he has already established firm control. With Kenneth Cox taking charge of the broadcast bureau next Monday, he can be sure that issues reaching the commission for decision are framed the way he wants them. Through a complete reorganization of the general counsel's office he has brought back to FCC several of the bright young lawyers who migrated to the Justice Department, and other agencies.

■ On the commission itself, a long wait is ahead. Two seats now held by "Eisenhower Democrats" come up for reassignment during the next 24 months. Until one or both go to "reliable" Kennedy supporters, the new chairman will lack the firm majority that he needs.

As a newcomer, he has proceeded cautiously. Though outvoted at times, he has yielded gracefully, without registering a written dissent. Because he has so much to learn, he has steered clear of speaking engagements. Unless there is a change of plans, he'll have nothing to say until he appears before the National Assn. of Broadcasters convention here next month.

When the Kennedy administration came into power, there was little doubt about its plans for FCC. Since the law gives the commission vast power in selecting the people who get the broadcast licenses, the obvious course was to be less timid in exercising this power.

■ One of Chairman Minow's goals was to demonstrate to broadcasters that FCC "means business." In several cases, he has voted for careful scrutiny of controversial stations as they come up for renewal. Often, however, he's outvoted, or forced to compromise on a course which tends to advertise the fact that the commission still can't line up a majority which intends to be tough.

In the educational tv move, however, he promoted a broad policy which caught the commission's fancy. Frequently in the past, FCC had expressed its interest in educational tv. With this bond in common, he rallied the commission in what is certainly one of the most daring maneuvers of recent years.

Some joined him fully convinced that FCC should do all it can in behalf of educational tv. Others went along for reasons of their own. Some may have felt that even the commercial broadcasters would not argue that any market needs seven commercial channels.

■ FCC's announcement was deceptively innocent. Since the commission intends to turn one of the commercial channels over to education, it says, please let the commission know if you have any suggestions about the procedures that should be used to achieve this result.

Ostensibly the commission was merely announcing another of its ponderous administrative proceedings, looking toward a noble—though perhaps unattainable—end.

From the timing, however, the commission was playing for considerably higher stakes. Since February, educators have been trying to buy WNTA, Channel 13, New York, but have been outbid.

■ By announcing its concern for the educational tv problem in New York and Los Angeles at this time, FCC was also—in effect—serving notice that it is not likely to rush ahead with approval if any of the New York or Los Angeles stations are sold to new commercial owners.

Since the commission's educational tv proposal deals with Los Angeles as well as New York, the commission's views on the minimum commercial tv service necessary for a community should not be overlooked.

■ According to the notice issued by FCC last week, each community should have at least four vhf outlets—one for each network, plus one independent.

There is some feeling this is the tip-off which indicates the formula the commission may adopt, if it has to go ahead to "recapture" a vhf channel now used by commercial broadcasters in New York and Los Angeles. Reportedly the commission would ultimately adopt a standard specifying that four commercial stations are the necessary minimum. When a transfer or a renewal in a market with more than four vhf outlets (only New York and Los Angeles fit this description) comes before the commission, the first station seeking commission action would find itself designated for hearing in a procedure looking to its conversion for education use. =

NEW PRODUCTS—*Pet Milk Co., St. Louis, is introducing three new ready-to-bake frozen food products—apple dumplings, banana bread and date-nut bread—in a 15-state area in the Midwest and mid-South. The products have already made their bow in St. Louis, Omaha, Louisville and Grand Rapids-Kalamazoo areas, and distribution in the entire 15 states will be completed by June 1.*

Street & Finney Elects Three VPs; Appoints Three

Street & Finney, New York, has elected Lyman B. Cooper, creative director of art and tv, Clinton Carpenter, creative director of copy, and L. L.Trudeau, an account executive, vps. The agency also has named John DeBenham, formerly with Doherty, Clifford, Steers & Shenfield, and William C. Whittemore Jr., previously with Young & Rubicam, assistant vps. Charles Reges, formerly with Compton Advertising, has joined the agency's copy department.

Kudner Names Little, Castner

John P. Little, formerly an account representative on Pan American World Airways at J. Walter Thompson Co., has joined Kudner Agency, New York, as account supervisor on Pan American Clipper Cargo. Raymond Castner, formerly a Kudner assistant account executive, has been promoted to account executive.

ABC-TV Moves into Argentina; Signs Buenos Aires Station

NEW YORK, April 4—A microcosm of the U.S. network television world has been created in Argentina with today's announcement that the American Broadcasting Co. has concluded an agreement with a new Buenos Aires station.

ABC International Television Inc. will be providing financial, programming and administrative assistance to Difusion Contemporanea, which begins telecasting on Buenos Aires' Channel 11 in June.

■ The move duplicates similar deals already made in Argentina by the Columbia Broadcasting System and the National Broadcasting Co. They have agreements with two other commercial stations. Also associated with CBS in Argentina is Goar Mestre, former broadcasting king of Cuba.

Television has made rapid strides in Argentina. The country now has an estimated 700,000 sets in use, virtually all of them concentrated in the greater Buenos Aires area. Much of the programming consists of U.S. tv films dubbed in Spanish.

■ ABC International now has operations in eight Latin American countries. It has working connections with stations in Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Venezuela, and Ecuador. =

Genesco Acquires 3 Fragrance Companies; Forms Subsidiary

Genesco Inc., New York, diversified manufacturer and retailer of apparel and footwear, has entered the fragrance field with the acquisition of three fragrance companies—Parfums Givenchy Inc., Parfums Millot Inc., and Paul D. Blackman Corp. Genesco has combined these three with the wholesale cosmetics division of Henri Bendel Inc. (a Genesco division) to form a new Genesco subsidiary called the House of Fragrance Inc. Paul D. Blackman has been named president.

H. Allen Lightman Inc., which has been the agency for the three companies, will continue under the Genesco setup.

Cornell-Dubilier Boosts Reigel

Robert J. Reigel has been named marketing manager for tantalum capacitors and semi-conductors made by the Cornell-Dubilier Electronics division of Federal Pacific Electric Co., Newark, N.J. Mr. Reigel joined Cornell-Dubilier in 1959 as the company's distributor sales manager.

PUBLICITY
in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches **all** editor- in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

"A Little Learning is a Dangerous Thing"

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

7 WITN
Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

Watch the Women go buy

Here's how department stores measure advertising in Portland—by *pull*. And advertising has got to pull hard for their best customers—*women*.

Every Portland department store, without exception, places most of its advertising in The Oregonian. It's also the only Portland newspaper with a gain in department store advertising for 1960.

The women who buy and the advertisers who sell get together in The Oregonian! How about you? We can deliver the buyers in Oregon for you, too!

the Oregonian

PORTLAND, OREGON

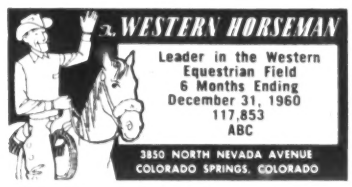
Dominant Advertising Medium in one of America's Going Markets

Represented Nationally by Moloney, Regan & Schmitt, Inc.

Filbert Names St. Clair Manager of New Division

J. H. Filbert Inc., Baltimore, has established a special products division to handle stepped-up promotion and advertising for Mrs. Filbert's mayonnaise and other company products, excluding margarine.

E. Henry St. Clair has been appointed special products marketing manager, and Cargill, Wilson & Acree, Richmond, Va., and Charlotte, N.C., has been named to handle advertising for the new division. Young & Rubicam, New York, will continue to handle advertising for the company's margarine products.



'Tulare Advance-Register' Offers New Rate Structure

The *Advance-Register*, Tulare, Cal., began offering frequency and volume discounts effective April 1. Frequency discounts range from 1% per 100 lines for 7 insertions to 16% per 1,000 lines for 78 insertions. Volume discounts range from 3% for 7,500 lines in the contract year to 16% for 90,000 lines in the contract year.

Faison Acquires Amro Merge

Faison & Twedt, Chicago, marketing and psychological research company, has acquired Amro Research, New York. Patrick J. Dudensing, Amro president, becomes vp and manager of the combined Amro-Faison & Twedt New York office.

Jukebox Fans to Get Extra Sounds Free—Commercials

NEW YORK, April 5—Liquor advertisers are being wooed by a new ad medium—the jukebox.

Audio Advertising Corp. has been established, with headquarters in Miami and a sales office here, to sell spot commercial announcements on coin-operated phonographs. To start with, the company is restricting its sales to taverns and other such businesses where alcoholic beverages are sold for on-premise consumption.

Offers are being made primarily to liquor, beer and wine companies, which can reach their potential customers while they are tilting their glasses. No advertisers have been signed to date, but several beer and tobacco companies are considering the medium, William Ellwell, national sales manager of Audio Advertising, said.

Audio Advertising will install a small device in the rear of jukeboxes to play automatically a commercial record every half-hour or so without a dime in the slot. Regular musical selections can be played with the insertion of a coin, as usual. The commercial could be delayed (but by no more than six minutes) if other selections are being spun on phonograph, Mr. Ellwell explained.

■ Clients are to be limited to one per jukebox, but an advertiser must buy at least 100 locations per market. For an exclusive franchise in a market, a client must buy at least 50% of the available jukeboxes in that market. The service is being designed for the top 20 markets, primarily.

Price is $3.50 per week per machine. This guarantees an advertiser that his commercial will be played once every half-hour for 12 hours or more each day, six or seven days per week.

Agencies will supply Audio Advertising with a master disk, copies of which will be made by the company. Commercials can be changed every 13 weeks, Mr. Ellwell noted. Copy is expected to be held to about one minute in length.

Audio Advertising will function through contracts with individual jukebox operators and, of course, with the approval of tavern keepers. The president of Audio Advertising, Leonard Baitler, was himself formerly in the coin machine business and is still managing director of the Automatic Music Operators Assn. of Florida.

The company has appointed Galbraith, Hoffman & Rogers, New York, to handle its advertising. ■

Keefe Elected Club President

Robert Keefe, vp of NBC Spot Sales, has been elected president of the Assn. of Broadcasting Executives of Texas. Other new officers include Jack Rogers, commercial manager, WBAP-TV, Fort Worth, vp; Dean Hulse, media director, Grant Advertising, Dallas, secretary; and Clif Blackmon, advertising manager, First National Bank of Dallas, treasurer.

Blair Names Funk, Fulton

Beulah Funk, formerly a member of the sales development staff of Blair Television Associates, New York, has been appointed to the new post of director of sales development. Blair-TV has named Griffith E. (Pete) Fulton, formerly with Katz Agency, to its sales staff.

Cox Promoted

Thomas R. Cox Jr. has been named exec vp and member of the board of Wilson, Haight & Welch, Hartford. Prior to joining the agency in 1960, Mr. Cox was vp of Young & Rubicam, New York.

CHANGING CHICAGO HAS TUNED TO NEW WLS RADIO · THE GOOD SOUND OF MUSIC

abc

LOWEST COST PER THOUSAND

REACHING MORE HOMES FOR LESS THAN ANY OTHER CHICAGO RADIO STATION

BASED ON SRDS PUBLISHED RATES

SEE YOUR JOHN BLAIR MAN

Cost of advertising in Reader's Digest

stays down

as circulation guarantee

goes up

200,000 more--to 12,500,000

Buyer's market? Profit squeeze? Recession?

Whatever your terminology is for today's economic climate, you know that business leaders are worrying about profits... searching for new ways to cut costs, boost sales, or both.

In this climate Reader's Digest announces, with real satisfaction, a decision to hold the price line while offering management a significant increase in value. You can change your advertising plans *now* to capitalize on these facts:

Effective with the March, 1961, issue and continuing through 1961, the Digest guarantees its advertisers an average paid U.S. circulation of more than 12,500,000. Advertising rates are unchanged.

The new circulation guarantee is up half a million from the rate base that was in effect for 1960's last issue. Just two issues ago (January, 1961), the rate base was increased to 12,300,000.

Digest circulation just keeps rolling along... UP.

All-time high in reader demand

Circulation figures for the last half of 1960 and the early months of this year show that reader demand for the Digest is at an all-time high. For example, average paid circulation climbed to a new record of 12,592,912* for the last six issues of 1960. That is up 581,523 from the average for the same period a year earlier.

Subscription circulation alone grew more than 508,000 to a new record-high average of 10,716,297. In addition, single-copy (chiefly newsstand) circulation rose about 73,500 per issue, to an average of 1,876,615 during the last six months of 1960.

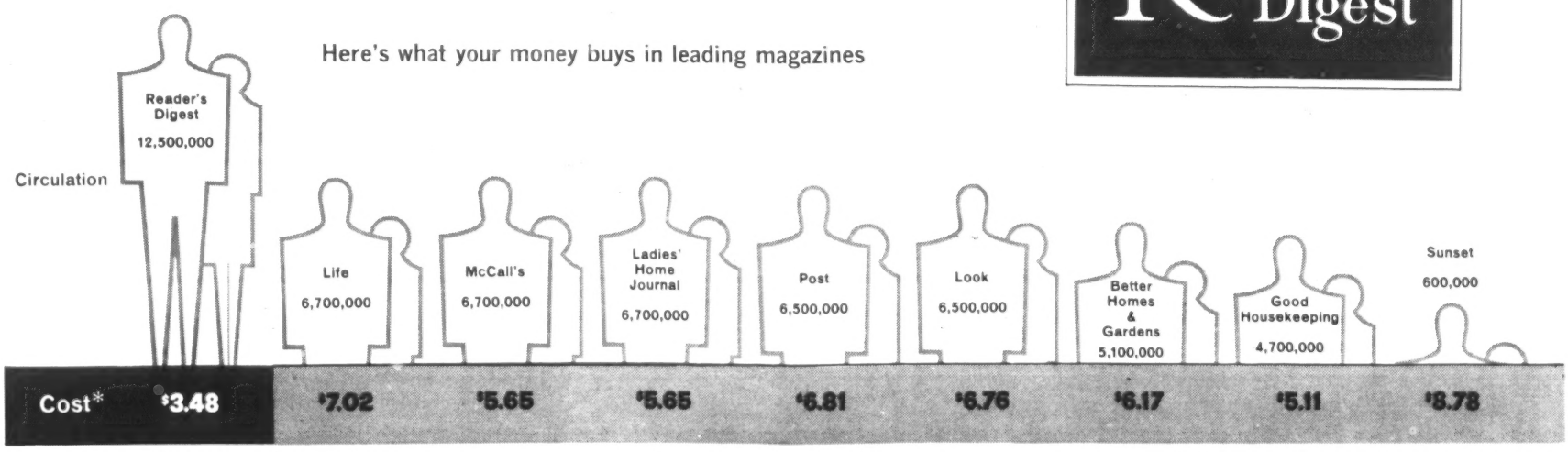
You can profit now

Whether your present advertising program is broadcast or print, national or regional, take another look *now* at the Digest's remarkable advertising values. The numbers. The predictability of the audience, its high economic and educational level. The unique confidence that people have in what they see in the Digest.

While turning out the growing millions of copies required to satisfy reader demand, this magazine will maintain present advertising rates for all 1961 issues.

*As filed with the Audit Bureau of Circulations, subject to audit

People have faith in
Reader's Digest



*Cost of a 4-color page for each 1000 circulation

Source: Standard Rate & Data Service, February 27, 1961

THE MAN OF "THE HOUR"

NOW MAN OF THE YEAR

The man, of course, is Arthur Godfrey–showman, salesman, American.

"The hour" is Arthur Godfrey Time, weekday mornings on the CBS Radio Network.

Radio's Man of the Year is the title that was recently voted him by 358 Radio and Television critics and columnists in the 19th Annual Radio TV Daily All-American Poll.

And three days after this was announced, he received a Special Leadership Award from the Freedoms Foundation at Valley Forge. Dr. Kenneth Wells, President of the Foundation, presented a George Washington Medal and an Honor Plaque to Arthur Godfrey for his "personal patriotism and unbounded faith in our constitutional republic; for his joyous spirit of responsible citizenship; for his robust articulation of the highest ideals of God and country."

Such honors point up what advertisers and audiences already know. Arthur Godfrey uniquely combines stature and showmanship. And that's why his program scores so high in listenership and why advertisers keep discovering new rewards in having this great salesman on their sales force....

Arthur Godfrey on **THE CBS RADIO NETWORK**

HOBBYIST—*Mr. Stradal on the roof of his "gold mine" house, rebuilding a dormer window.*

TEAM AT WORK—*Mr. Stradal measures the area for a window seat while his wife, Joan, refinishes an antique chair.*

Versatile Adman . Walter Stradal

Carpentry is a creative hobby that—he says—dovetails with the advertising career of Walter Stradal, account executive of Gardner Advertising Co., St. Louis. It requires, he says, the same advance planning that is necessary in the creation of an ad program and brings the same sense of achievement and reward if the project is successful.

"Knowledge of carpentry didn't come naturally to me," Mr. Stradal says. "It was forced on me when I was house manager of my fraternity at Washington University—there was always something to fix."

Carpentry is also relaxing, he adds, and not only benefits the entire family, but is a hobby in which he and his wife, Joan, can work together. She had taken a shop course before their marriage and, he said, has a "natural" interest in carpentry and takes part in all such projects.

■ Six years ago the Stradals bought a 50-year-old story-and-one-half brick house on Spoede Rd., in Creve Coeur, Mo., so they and their three children could enjoy country living and still be in easy driving distance of St. Louis. The acre and one-half of ground also has a two-story red barn that the couple hopes to convert into an antique shop. The house, built on a typical St. Louis square floor plan with a porch across the front, had been uninhabited for some time and was a "gold mine" of projects for the two hobby carpenters.

Project No. 1 was renovating the entire inside, pine-paneling the living room walls after all the wallpaper had been removed and an arch knocked out between the dining and living rooms. Woodwork in all the rooms was repainted, closets enlarged and the bath and kitchen rebuilt.

The old red barn is being groomed as the future home of the Stradal antique business. Whenever they can spare the time from carpentry, Walt and Joan visit the farm auctions in Illinois and Missouri to accumulate their stock of antique pieces.

A graduate of Washington University School of Fine Arts, with three years' experience as an art director of a paper company before he joined Gardner, Mr. Stradal has his eye on the loft of the barn where he hopes to install a skylight some day and create a studio.

ADMAN—*Walter Stradal, account executive, at his desk at Gardner Advertising Co., St. Louis.*

BEFORE—*The 50-year-old brick house which the Stradals bought six years ago and took on as a mammoth carpentry project.*

AND AFTER—*The Stradal house as it looks today—bricks painted gray and tuckpointed by Mr. Stradal.*

K&E Names Four, Elects 2

Kenyon & Eckhardt, New York, has appointed Lynn Kimmel, formerly with Ogilvy, Benson & Mather, a senior copywriter and Pat Cameron, formerly with Young & Rubicam, and Robert Sturtevant, previously with CBS-TV, copywriters. Jack De Celle, formerly with Compton Advertising, has joined K&E in San Francisco as copy chief. Leonard Carlton and Carroll Pfeifer, both in K&E's New York marketing services division, have been named vps.

WFMY-TV Names Alexander

William M. Alexander, previously local and regional sales manager of WFMY-TV, Greensboro, N. C., has been promoted to commercial manager, replacing Richard Holloway, who resigned.

Sills to 'House & Garden'

Leona Sills, formerly product merchandising manager of *House Beautiful*, has been appointed to a similar position, newly created, with *House & Garden*, also New York.

Videodex Network TV*

March 1-7, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	35.1
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	34.7
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	33.2
4	The Untouchables (Several sponsors, ABC)	32.3
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	31.2
6	Rawhide (Several sponsors, CBS)	30.6
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	29.7
8	25 Years of Life (Life Magazine, NBC)	28.4
9	77 Sunset Strip (Several sponsors, ABC)	28.1
10	Dennis the Menace (Kellogg, Best Foods, CBS)	27.5

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	15,600
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,200
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,600
4	The Untouchables (Several sponsors, ABC)	14,000
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	13,700
6	Rawhide (Several sponsors, CBS)	13,300
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,000
8	25 Years of Life (Life Magazine, NBC)	12,300
9	77 Sunset Strip (Several sponsors, ABC)	13,000
10	Dennis the Menace (Kellogg, Best Foods, CBS)	11,900

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Union Electric Launches Tie in Push With EEI

Union Electric Co., St. Louis, will run 40 spreads and six page rotogravure ads in both the *St. Louis Post-Dispatch* and *Globe-Democrat*, coordinated with the Edison Electric Institute national advertising program. The first ads appeared April 9 in the Sunday magazine sections of the two newspapers.

The EEI program, designed to create consumer preferences for electrical use, is a joint undertaking of more than 140 utilities. Union Electric will also use three-dimensional outdoor advertising in the St. Louis area, plus radio and television advertising.

Ellington Names 3, Elects 3

Ellington & Co., New York, has named John D. Rich and David M. Mullin account executives and Jerome D. McAlevey Jr. assistant promotion manager. Mr. Rich formerly was an account executive with C. J. LaRoche & Co.; Mr. Mullin was with *Nation's Business;* Mr. McAlevey was with Vince J. Fiorino & Associates, Palm Beach. Ellington also has elected Franklyn W. Dyson, Earl Tiffany and John Mather Lupton, members of its executive board, to the board of directors.

Counsel Service Set Up

Sherman Hoyt, formerly in charge of executive recruiting for Robert C. Durham Associates, has established a new job-counseling service for people in advertising, marketing and media at 420 Lexington Ave., New York.

Gretzler Joins On Film

Norton T. Gretzler, formerly broadcast business manager of Ketchum, MacLeod & Grove, has been appointed television commercial coordinator of On Film Inc., Princeton, N.J., tv film producer.

Koehl, Landis Adds One

Standard Coated Products, Buchanan, N.Y., has named Koehl, Landis & Landan, New York, to handle the account. The former agency was Ovesey & Strauss, New York.

THE HOUSTON CHRONICLE

TOPS
TOPS
TOPS
TOPS

In 1960 . . .

9 OF THE TOP 10 Houston Retail Advertisers Placed the Bulk of Their Advertising in The Chronicle

The Chronicle Is Tops With Houston Retailers

1960 TOTAL RETAIL ADVERTISING LINAGE

CHRONICLE . . . 23,728,253 Lines

Post . . . . . 19,730,208 Lines
Press . . . . . 5,740,401 Lines

The Reason . . . *Results!*

In Houston, The Chronicle Is Tops In Circulation, too!

5,508 More
Total City Circulation Daily Than the Post

71,568 More
Total City Circulation Daily Than the Press

16,030 More
Total City Circulation Sunday Than the Post

Sources: Media Records, 1960 and comparisons of Audit Bureau of Circulations AUDIT REPORTS for the six-month period ending September 30, 1960. Chronicle daily, Monday through Friday

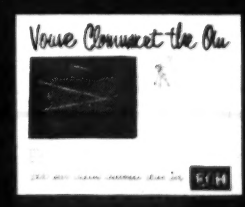
THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People

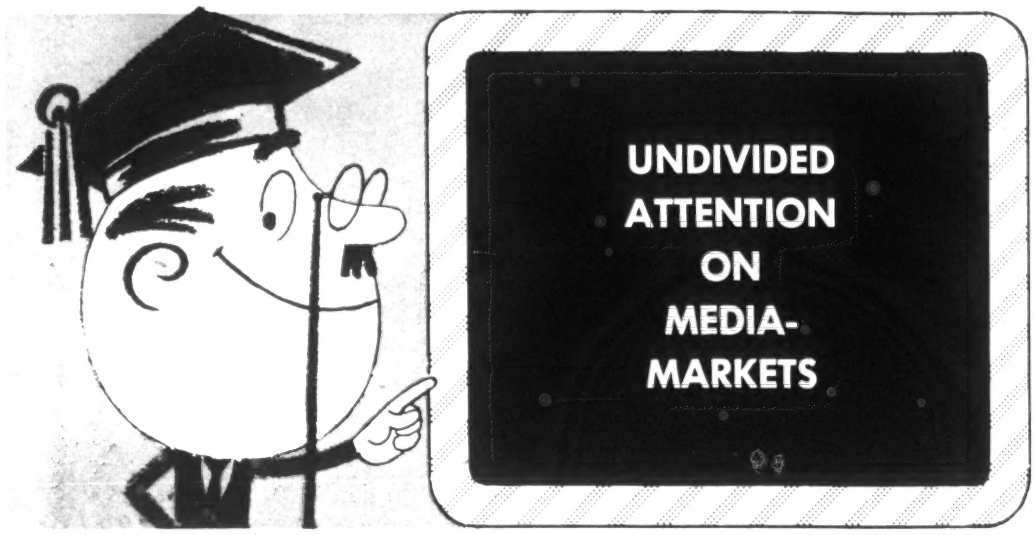


In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Parsons, Friedmann Adds Two

Permatect of Framingham, manufacturer of a transparent protective film for paper products, has appointed Parsons, Friedmann & Central, Boston, to handle its advertising. At the same time, Market Forge Co., Everett, has appointed the agency to handle advertising for its janitorial, automotive and sporting goods divisions.



HIGH GLOSS—*This is the center spread of a four-color gatefold appearing in five business publications as part of a drive to launch Glosscoat boxcard to the packaging industry. The campaign marks Interstate Folding Box Co.'s 60th anniversary. Don Kemper Co. is the agency.*

Interstate Box Backs New Glosscoat Board With Biggest Drive

MIDDLETOWN, O., April 4—Glosscoat, a new product and process for consumer packaging, is being marketed by Interstate Folding Box Co., supported by the 50-year-old company's largest ad campaign.

Glosscoat is a pre-cast clay coated boxboard, reported by the company to be the only on-machine cast coated boxboard made. With the Glosscoat process, pastel colors and heavy-weight high gloss board can be produced in a single continuous operation.

Frank D. Bergstein, Interstate exec vp and inventor of the process, said that "Glosscoat makes it possible to package mass distributed consumer products in luxurious high gloss colored boxboard previously used only for high-price products."

■ The $100,000 introductory drive is being kicked off with a four-color gatefold in April issues of *Consumer Packaging, Drug Trade News, Food Field Reporter, Modern Packaging* and *Packaging Design*, to be followed by four-color page inserts in May and June issues of the same publications. In addition to print advertising, an extensive direct mail campaign will be directed to the packaging industry, including Glosscoat sample books, ad reprints and other materials.

Don Kemper Co., which was appointed the Interstate agency early this year, is handling the campaign. ≡

Klitten Names Case; Adds Gelvatex, Mawson

Storrs J. Case has joined Martin R. Klitten Co., Los Angeles, as an account executive. Prior to moving to the West Coast in 1958, Mr. Case was advertising manager of the Sun Oil Co., Philadelphia, and an account executive on the Ford Dealer Assns. with J. Walter Thompson Co., Detroit.

At the same time the Gelvatex division of Synko Sales Corp., Anaheim, Cal., manufacturer of interior and exterior house paints, and John F. Mawson Co., Los Angeles and San Diego, operator of typography plants, have appointed Klitten to handle their advertising.

Brennan Joins M-E

Francis E. Brennan, formerly art advisor to the editor-in-chief of Time, Inc., has joined McCann-Erickson, New York, as a vp and account director.

TODAY IN CANADA

169,183 people* will read THE CALGARY HERALD

will they get your sales message?

Any way you look at it, Calgary represents a mighty important audience for what you have to say!

They're wealthy here, too. This bustling western market has chalked up over $354,800,000 in retail sales out of a total personal disposable income of $395,400,000—more than the combined total of London, Peterborough and Cornwall.

This lucrative market is sold best through the medium it relies on most—The Calgary Herald. Use the Herald to get right to the heart of the Calgary area's 257,053 population.

Circulation 72,539 A.B.C. September 30, 1960
*15 years of age and over

You get action when you advertise in
THE CALGARY HERALD
A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE NORTH BAY NUGGET
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(*Published for Pacific Press Ltd.*)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

DETERGENTS...34

DIRT...0

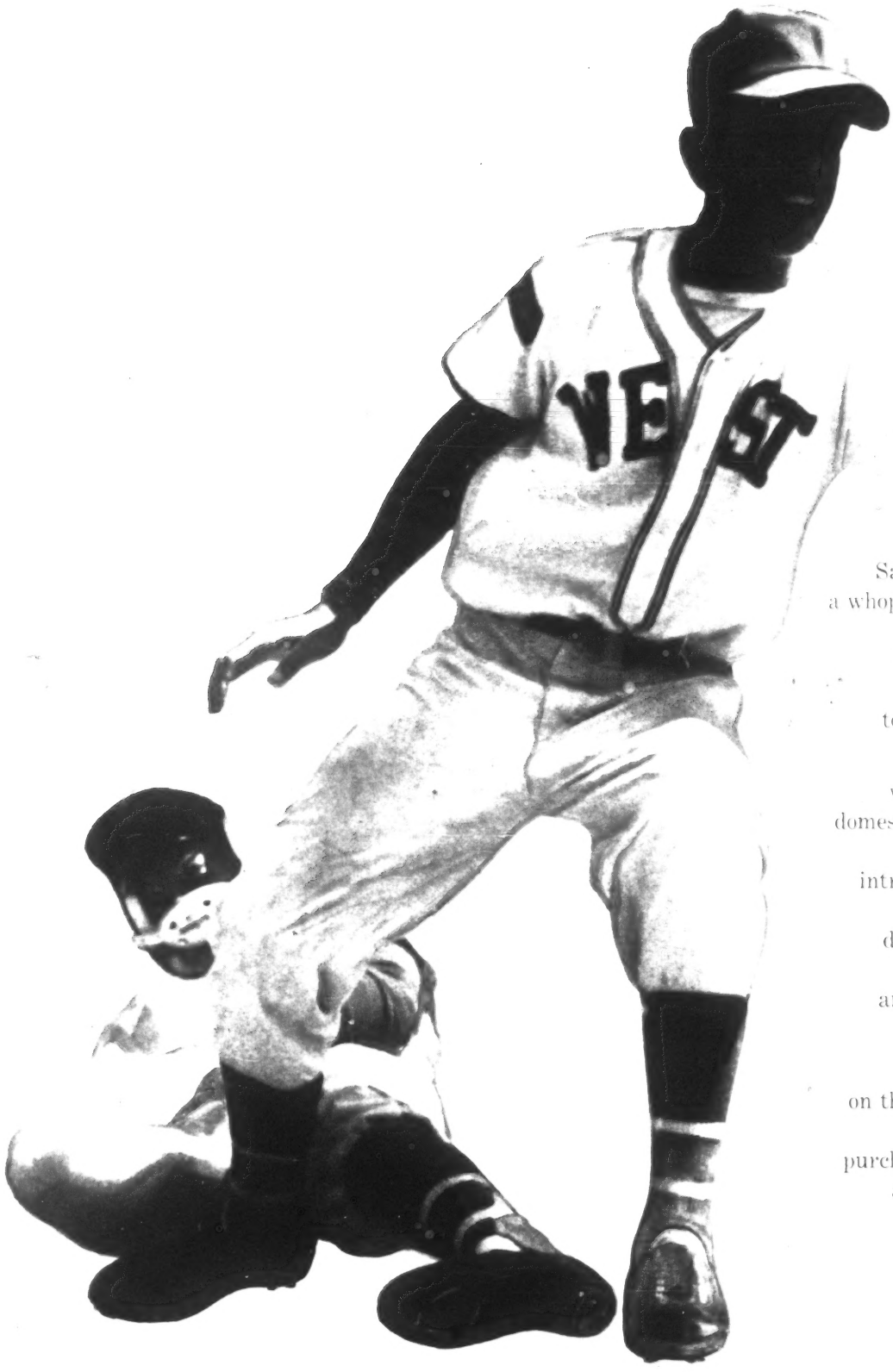


Photo Courtesy Little League Baseball, Inc.

Sales of TKPP soared to 55 million lbs. last year, a whopping 34% increase over 1959. And if that's got you mystified . . . here in the Chemical Process Industries, TKPP is known as "tetrapotassium pyrophosphate", and that's where most of today's dirt-beating liquid detergents come from.

Anyway, CHEMICAL WEEK's editors report we're riding a detergents boom . . . that by 1965 domestic consumers will double the demand for TKPP . . . new heavy-duty liquid detergents will be introduced . . . new washing machines will come on the market with automatic liquid detergent dispensers. It all started back in '58 with Lever's "Handy Andy" and P & G's "Mr. Clean", and the game's been going like crazy ever since — with dirt the big loser.

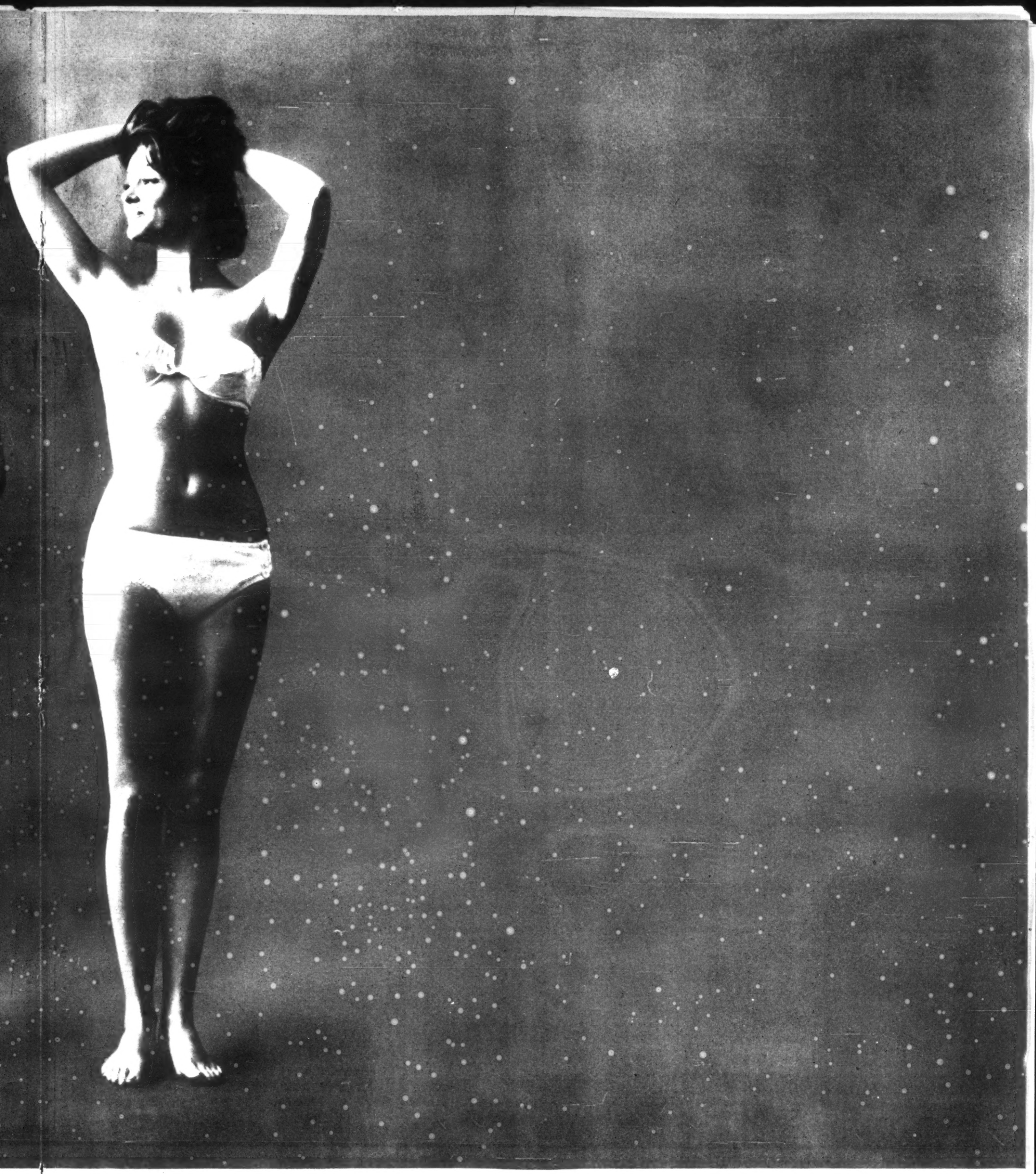
Here's a classic example of CW's editors right on the ball as always . . . and of how management in design, research, administration, production, purchasing and sales live together to create products and profits. Just as they live together under the roof of CHEMICAL WEEK, uniquely, the only newsweekly edited exclusively for CPI Management . . . all job functions, all levels, technical and non-technical. Can you find a better setting for your selling-in-print?

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

there is nothing harder to stop than a trend



Where they can watch all 3 (and that's in 3 out of 4 TV homes) they now watch ABC most.

The biggest popularity contest in America goes on every night. It's the 3-way network competition for The Viewers' television viewing.

Who's more popular than whom?

Only way to judge is to get all 3 networks in the same viewing arena—and let the Nielsens fall where they may.

Do this and, Nielsen after Nielsen,* you come up with the same answer: ABC is the most popular. ABC is the one they dial most frequently. ABC, in short, is first.

We're talking, incidentally, about an area in which 80% of all U. S. retail sales are made. A pretty fair, country-size slice of the world's largest shopping center. That's, as we said, where ABC is first.

Trend with the leader.

ABC Television Network

*Source: Nielsen 50-Market TV ratings, 9 weeks ending March 5, 1961. Average Audience: Sunday 6:30-11 PM; Monday through Saturday 7:30-11 PM. Details supplied on request.

CVA Expands Push for Roma Food Wine Line

National Distillers Unit Sees Americans Moving to 'More Mature' Stage

NEW YORK, April 4—The big bangs in the wine industry are far from over. Schenley Industries' CVA Co., which yesterday entered the New York battleground with a mighty campaign for its new Roma food wines, has touched off similar explosions in about 40 other markets.

By the company's own reckoning, the new ad campaign in this area (AA, April 3) is a mere "junior blockbuster" compared with the "major blockbuster" detonated this week in Los Angeles and a few other unspecified markets.

In addition, Roma has launched a heavy tv and radio spot campaign in Chicago for its dessert wines, the big seller in that market.

■ Back of the blast for the food wine line is a new appraisal of American wine tastes. Some of Roma's top management (who prefer to remain anonymous in this respect) are banking their marketing strategy on the assumption that Americans are slowly emerging from the "soda fountain taste bud stage."

One spokesman said: "We may at last be moving into a more mature wine drinking stage. In Europe, for instance, table wines constitute about 75% of volume, while sweet or dessert wines make up only about 25%. In the U. S. it is the other way around."

The company aims to get in on the ground floor of any switch to "maturity" in wine drinking habits. As a result, CVA developed and introduced the first of its food wines six months ago. At the same time, advertising for the Roma brand was switched from Norman, Craig & Kummel and consolidated with the Cresta Blanca brand at Doyle Dane Bernbach last Aug. 15.

■ Three months later, Stanford Wolf, exec vp and general manager of CVA, resigned. At that time he declined to discuss his reasons, but said he was "dissatisfied." He was succeeded by Howard Feldman, who moved to the job from Schenley's import division.

Mr. Feldman said today that Roma's new ad campaign is the biggest along these lines in the company's history. "We got a 'first' by pinpointing this field, and we are playing it to the hilt," he said.

Mr. Feldman said the future of the wine business is in food wines, not so much in dessert wines. As for "specialty" wines, such as Gallo's Thunderbird, that market has known "loads and loads of failures," he said.

Adding that the potential is unlimited—"the sky's the roof"—he said that CVA is gearing its operation to the day when people will treat wine as a beverage "instead of as a whisky."

■ Ken Pearson, CVA director of advertising, said food wine sales would not be achieved at the expense of sweet wines.

"Any new venture in the food wine area is growth or additional business," he said. "In fact, we are attempting to help the wine industry achieve a stabilized relationship between table and sweet wines. The wine market in the U. S. is off base."

He said that with per capita consumption of wine in the U. S. at roughly 1 gal. per year, as against 32 gals. in Europe, the American market potential is tremendous.

To get the new food wines off the ground in their home territory, in Los Angeles, a major campaign modeled on the New York effort was launched Monday with a 1,000-line ad for the Roma Mellow red brand in the *Los Angeles Times* and the *Examiner*. A similar ad ran today for the red dinner wine, while a third runs tomorrow for the white wine. Thursday an 1,800-line ad will feature all three types.

At the same time, a "junior" campaign broke in the Long Beach area with 600-line ads running for three consecutive days and a 1,000-line ad the fourth.

■ Next week the campaign will take in the environs of Los Angeles. A "junior" schedule will run in Pasadena, Glendale, and

FOSTER — KLEISER

IN THE CHIPS—*Back in the great outdoors after several years' absence, Scudder Food Products, Los Angeles, has scheduled a saturation ad campaign in major West Coast markets. The campaign, all outdoor, will run through December. Campbell-Mithun, Los Angeles, is the agency.*

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

You see, what were once two eastern Michigan markets—Flint and Bay City-Saginaw—are now listed and officially recognized as one. So this moves this heavily populated urban area way up among the 40 largest TV markets in the country.*

Right in the same neighborhood with Providence, Charlotte, Denver and New Orleans.

And that's in terms of homes actually delivered: people watching television, not just set owners.

It's a market with money, too. Even a little better

San Fernando. "This is a tonnage use of newspapers," Mr. Pearson said. The newspaper ads will be scheduled continuously after that.

The "major" campaign will run in a few other areas. Mr. Pearson declined to specify them. Everywhere else in about 40 markets, the "junior" version has been scheduled.

■ The newspaper schedule will go on for 60 days in Los Angeles. Then, in June, Roma will use king-size (12") bus signs. Roma will also use 30-sheet outdoor ads in certain southern markets, such as Florida and Texas.

The food wines will range in price from 83¢ per fifth in New York, to 79¢ a fifth in Chicago and 69¢ a fifth in Los Angeles. Roma is sticking to the fifth throughout, despite the fact that "New York is a quart market."

In a concurrent campaign for its other wine categories, Roma launched a 60-second spot tv schedule Monday on WBBM-TV (CBS), Chicago. Averaging ten spots a week, the campaign will run "deep into the summer."

At the same time, a total of about 50 spots a week have been launched for the Negro market on three radio stations: WGES, WBEE and WAAF. The spots feature Negro personalities, and some tie in with Negro shows. All advertise dessert wines.

Roma will go into the Chicago market with 30-sheet outdoor ads for the food wines late this month.

Schlessinger Forms Agency

Frank J. Schlessinger, with D'Evelyn-Guggenheim Advertising, San Francisco, since 1957, has resigned to open his own advertising agency at 353 Kearny St., under the name of Schlessinger & Associates.

JUMBO PROMOTION —*Electric Autolite Co., Toledo, used this unusual "billboard" during pre-race exhibitions at the National Assn. of Stock Car Auto Racing events in Daytona Beach, Fla.*

Vanity Fair Mills Favors 2 Retailers, FTC Examiner Rules

WASHINGTON, April 5—Federal Trade Commission Hearing Examiner Walter R. Johnson ruled today that Vanity Fair Paper Mills should be stopped from giving promotion allowances to retailers on an individual basis.

His initial decision involved two payments of $215 each which the company made to J. Weingarten Inc., a food chain with headquarters in Houston.

Mr. Johnson noted that Vanity Fair is the tenth largest member of the household paper products industry, with $15,400,000 worth of sales in 1958. Because it felt it "lacked sufficient finds for extensive advertising in various media," its standard advertising was limited to an allowance for shelf space promotion, plus one cooperative ad quarterly for each customer.

■ The proposed order was directed against the practice of considering any customer's additional request for special promotions.

Mr. Johnson said two chains in the Texas-Louisiana area, including Weingarten, received special promotional support, while 26 other customers received only the standard allowance. The decision, which is subject to review by the commission, said the aid to the two favored chains represents "individualized and preferential treatment" which violates Sec. 2 (d) of the Robinson-Patman Act. #

Dallas EWRR Office Becomes Part of Western Division

The Dallas office of Erwin Wasey, Ruthrauff & Ryan has become a part of the agency's western division, in a move to enlarge the scope of the agency's operations in the Dallas area. Los Angeles is headquarters for the western division, which comprises the three offices in Dallas, Los Angeles and San Francisco.

Morrow Joins Allen & Reynolds

Tom Morrow, formerly continuity and promotion director of KBON, Omaha, has joined the copy department of Allen & Reynolds, Omaha.

off than some of its new top-40 neighbors. SRDS reports, for example, nearly $200 more to spend per household than the national average.

How do you reach it? The only way, really, is from within the market area.

For the very latest figures we have show that far-away Detroit stations no longer give you the eastern Michigan audience. It's the stations within that deliver the viewers today and, we're glad we can add, at a most appealing cost. That's where we are, of course—within the market area. Our transmitter is only 20 miles from Flint, 12 from Saginaw and 25 from Bay City. With City-Grade service to all three. To reach us, and to get all the figures on the nation's newest top-40 market, just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*ARB—March, 1960 (Sun.-Sat., 6-10 p.m.)

T

WJRT ● CHANNEL 12 ● FLINT—BAY CITY—SAGINAW / ABC PRIMARY AFFILIATE

Take a Long Look At This Market

SOUTHERN NEW JERSEY

ONE OF THE NATION'S TOP GROWTH AREAS

. . . reached by one of New Jersey's fastest growing newspapers—The PRESS—with a phenomenal circulation increase to more than match the population growth.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

ROLLAND L. ADAMS, President

Scolaro, Meeker & Scott, National Representatives

PERSONAL SERVICE

Robert W. Regan joined The Farley Company in its second year of operation. A veteran of many years experience as an independent representative, he is well qualified to give you a concise but accurate picture of the specialized business markets our media serve. Like all of the men on The Farley Company team, Bob thinks as a marketing counselor. He knows his success depends on how well he serves you in the markets we represent.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

'N. Y. Times' Reports Gains in Circulation, Revenue; Income Off

NEW YORK, April 4—The *New York Times* today reported its highest revenues, but a decline in net income, in 1960, and "operating losses during the first two months" of 1961.

The *Times'* 1960 report, in consolidated form for the first time, put revenues at $112,149,302, compared with $103,268,682 in 1959. Total net income fell sharply to $1,652,392 from $3,001,460.

Net income from news operations was $348,051, versus $1,867,869 the year before. The *Times* arrived at these figures by deducting, from total net income, net dividends received on its 42% investment in Spruce Falls Power & Paper Co. Ltd., Kapuskasing, Ont.—$1,304,341 in 1960, compared with $1,133,591 in 1959.

Arthur Hays Sulzberger, chairman and publisher, said the figures "reflect, in part, a serious situation which confronts many publications. The costs of our necessary operations have risen so rapidly that they have nullified our substantial gains in gross revenue." He said the operating net was "less than half of one week's payroll."

■ Paradoxically, the *Times* said that, "largely because of our achievements, our financial results were disappointing."

Singling out contributory expense factors, the paper said, "We put our sights too low" when pegging advertising rates toward circulation, which jumped higher than expected. The *Times'* international edition, a subsidiary published in Paris since Oct. 20, "shows a loss and will continue to do so until ad volume and rates can be built up."

An increased outlay for stepped-up national and international news coverage, and bigger overhead for its expanding New York west side plant, were other "prices of progress," the *Times* said.

These developments were pitted against record *Times* figures in 1960: Weekday net paid circulation rose by 34,341 to 679,222; Sunday net paid was up 42,480 to 1,346,080. Moreover, for the six months ended March 31, 1961, average weekday sale increased to 730,000, the company said.

■ Advertising linage climbed 3.1% in 1960, from 60,056,995 to 61,922,811 lines. Total ad investment was "more than $96,000,000," and the company retained $86,513,490 after commissions, compared with $80,792,555 in 1959.

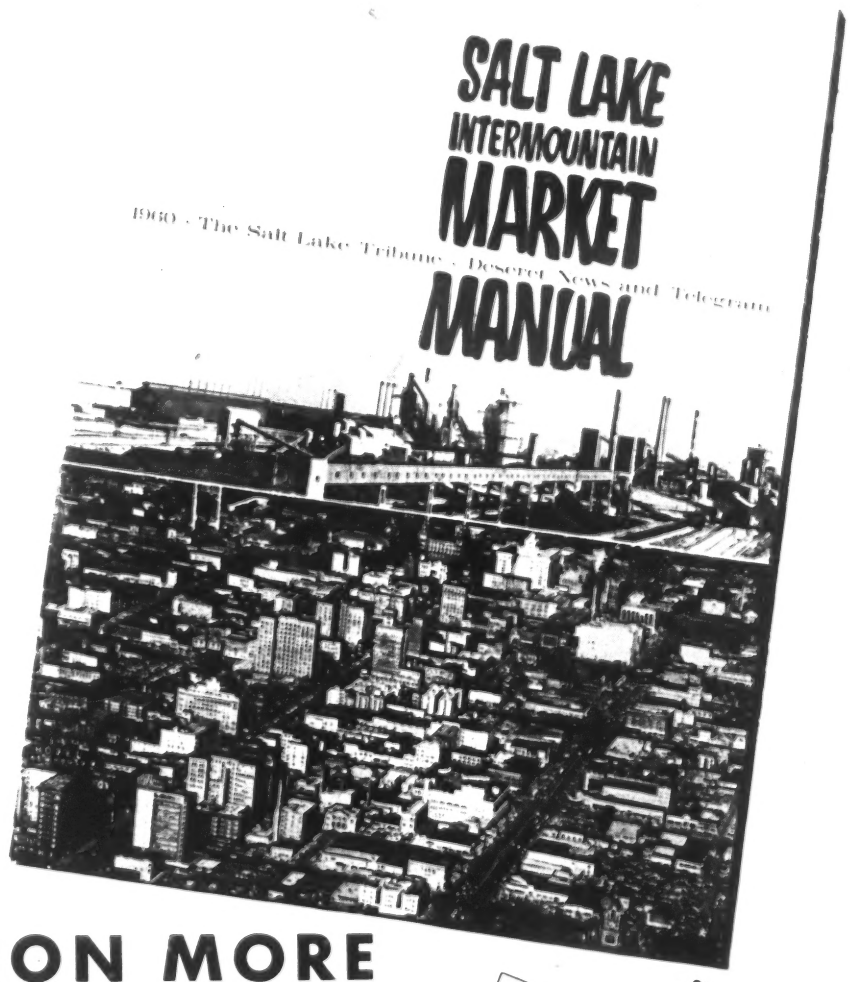
The *Times'* magazine supplement leaped 448,652 lines to a 3,040,433-line total, while revenue increased by $2,450,000 to $10,800,000. Classified ads accounted for 27% of the *Times'* entire ad volume, it said. The newspaper did not break down the income of its other subsidiary, Interstate Broadcasting Co., which operates WQXR and WQXR-FM, New York, and has a 19-station QXR network in the Northeast.

The *Times* said the "higher operating costs which obtained during the last half of 1960 continued through the first quarter of 1961." It said operating losses in the first two months of '61 were due to "increased distribution costs and reduced revenues," emphasized by "severe winter weather and strikes against the railroads and the newspaper distributors." #

RECRUITING POSTER—*Better business bureaus, with the cooperation of local outdoor companies, are displaying 350 of these 24-sheet posters in 32 cities throughout the country, plus two in Canada. Tv slides of the poster are also being shown as a public service by tv stations. The poster was developed by the Mobile Better Business Bureau as a BBB network service project.*

This brochure can help you

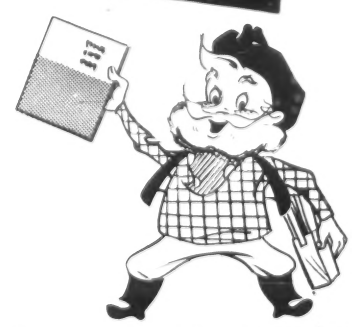
TAKE SALT LAKE



GET A MILLION MORE

Forty pages of facts and figures on the 1½ million Salt Lake-Intermountain Market. You will find this illustrated manual an eye-opener to the potentials of the four-state market that fills the gap between Denver and the Pacific Coast. It spells out the growth story, the basic wealth, the cultural and geographical factors that need to be taken into account in any marketing plan for this area.

The manual is a useful tool for any sales-minded firm now in, or planning to enter, the dynamic Salt Lake Market. Send for a free copy.



NEWSPAPER AGENCY CORPORATION · NAC · NEWSPAPER AGENCY CORPORATION

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Newspaper Agency Corporation
143 So. Main, Salt Lake City 11, Utah

Gentlemen: Please send a copy of the Salt Lake Intermountain Market Manual.

Name.....

Company.....

Address.....

City..... *Zone*..... *State*.....

Johnson Named Head of New Wyman Hollywood Office

Wyman Co., San Francisco, will open a Hollywood office May 1, at 1680 N. Vine St. Stanley D. Johnson, who has been with the Los Angeles office of *Sunset Magazine* since 1954, will join Wyman to manage the new agency office. Mr. Johnson also has been with the *Los Angeles Mirror* for six years, as retail advertising manager and as assistant national advertising manager.

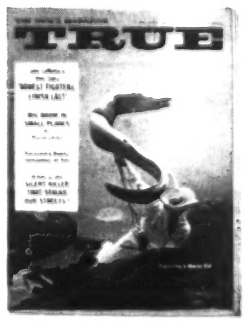
How to Capture A Male Audience

Meet the moray eel. He's fast. He's vicious. His bite tears a poisonous, jagged wound into your flesh. 7,000,000 readers get a personal introduction to this sea monster in the April issue of TRUE.

This is truly male fare . . . the kind that has attracted the world's largest all-male audience to TRUE. It is typical of the many exciting TRUE articles of adventure on land, sea, and air. Yet it represents only one facet of the whole broad spectrum of male interest covered by TRUE month after month.

Turn to any issue of TRUE and you're apt to find articles ranging from baseball to stage magic . . . from Civil War cannon to organized crime . . . from fishing to flying . . . the whole gamut of masculine interest. And TRUE authors include experts in their various fields ranging from Supreme Court Justice Douglas to Jake La Motta.

This is attractive bait for the 7,000,000 young, alert, prosperous men who read TRUE every month . . . men with money in their pockets, quick on the buying trigger. If your product appeals to a man—you'll find it profitable to join the many other major advertisers who have found a prime market place in the sales-stimulating pages of TRUE.



TRUE

reaches almost twice as many households spending over $200 on *travel* as any other major man's magazine.

THE WORLD'S LARGEST SELLING, MOST WIDELY READ MAN'S MAGAZINE

The More You Measure,

The More You'll Treasure

the BRIDE'S *magazine*

Even to the ad man with a bad case of electronicitis, a few moments of reflection will make it apparent The Bride's Magazine is a medium for fulfilling his destiny—i.e. selling his clients' merchandise.

Or, to the media buyer who uses "cost per page per thousand" to measure *all* magazines—selective as well as non-selective.

Why? Because you can measure the audience of The Bride's Magazine by the most accurate rule yet devised: *Cost per page per 1,000 Primary Prospects.*

By definition, a Primary Prospect is a reader able, willing and about to buy your product.

And, there are far more Primary Prospects per 1,000 circulation for a great variety of products among the readers of Bride's than among the audience of any other consumer magazine.

Why? Because brides need everything *new* and everything *now*—they're able, willing and about to *buy it now!*

However you measure media try The Bride's Magazine—you'll find it tailored to fit your needs!

CIRCULATION? The Bride's Magazine delivers far more paid circulation per issue than any other bridal magazine.

	AVERAGE TOTAL PAID CIRCULATION PER ISSUE, 1961
THE BRIDE'S MAGAZINE	**160,000 copies***
Modern Bride	137,500 copies#
Bride & Home	101,000 copies†

**Publisher's advertising rate base, 1961. # Average circulation per issue based on annual circulation guarantee, 1961. †Estimate.*

RETAIL IMPACT? The Bride's Magazine far outperforms all other bridal publications in retail store tie-in advertising.

	LOCAL RETAIL NEWSPAPER TIE-INS, 1960	
	ADS	LINAGE
THE BRIDE'S MAGAZINE	**794**	**191,202**
Bride & Home	335	145,409
Modern Bride	285	74,272

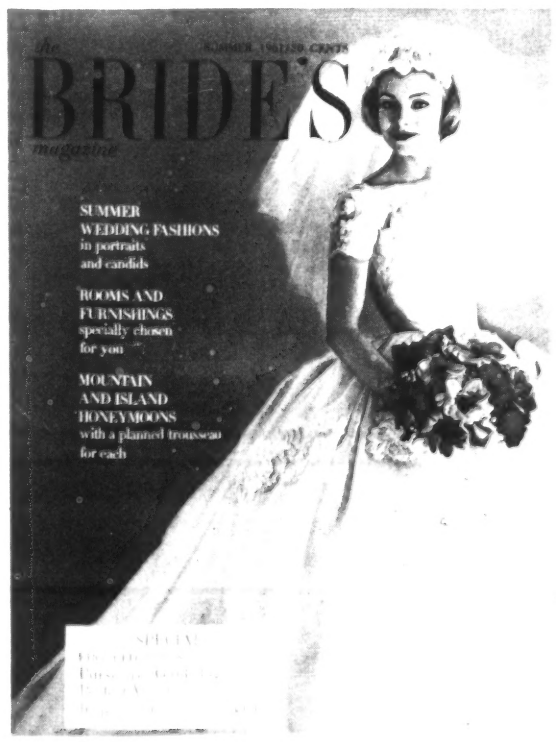
Advertising Checking Bureau Reports, 1960

ADVERTISING LEADERSHIP? The Bride's Magazine is #1 with advertisers in both pages and revenue.

	AD PAGES	GROSS REVENUE
THE BRIDE'S MAGAZINE	**722.54**	**1,916,856**
Modern Bride	573.27	1,135,622
Bride & Home	421.30	Not Reported

Publishers Information Bureau Reports, 1960, except for Bride & Home.

For your copy of "#1 Sales Prospect for the 1960's"—latest study of the U.S. Bridal Market, contact: Robert M. Thorsen, Advertising Director. MU 2-1490.



A Condé Nast Publication
60 East 42nd Street, New York 17, New York

ATLANTA · BOSTON · CHICAGO · LOS ANGELES
MIAMI · NEW YORK · SAN FRANCISCO

PHOTO REVIEW

ADMAN'S LIFE?—*Monroe S. Greenthal Co. thought up an attention-getting ad for Haller's SRS whisky. It would show a well-dressed gentleman checking in to a hotel with a cheetah on a leash and a bottle of the whisky in his luggage. This action scene is taken in the lobby of the Sheraton East Hotel in Philadelphia at 4 a.m. (low-traffic time). The cheetah was chained to a half-ton weight and 5 lbs. of raw meat were kept on hand to placate him. It took 60 shots and two and one-half hours to get the right shot for the ad.*

PREMIUM—*This country store playhouse premium will be promoted this spring by Calo Pet Food Co. in newspaper ads prepared by Foote, Cone & Belding. It will be offered for $3.50 plus three Calo labels.*

Leber Siegel Cort Kaplan

GRADUATES—*Sales meeting of H-I-S Sportswear at Kiamesha Lake, N.Y., ended when 55 salesmen and others received diplomas and mortarboards certifying that they had sat "through three days of meetings," proved their capacity "by taking full advantage of the menu" and showed their knowledge by passing exam in "slackology." Discussing the "bachelor of salesmanship" sheepskins are Lester Leber and Arthur B. Kaplan of Leber & Katz Advertising; Jesse S. Siegel of H-I-S Sportswear; and William Cort of Esquire.*

White Dunn Hyett

PROFESSOR AT AGENCY—*Mrs. Virginia Hyett, assistant professor of art at Eastern Illinois University, Charleston, Ill., spent part of her sabbatical in the art department of Batten, Barton, Durstine & Osborn, Chicago. Here, with Gordon White, copy chief, and Bob Dunn, head art director, she looks over a Meister Brau beer newspaper ad.*

Smith Harper Haywood Jaenke Perrottet Fahrendorf

OUT-SILVERED—*Robert E. Harper, president, National Business Publications and originator of numerous silver awards for the association, was himself presented with a silver plaque on behalf of former NBP chairmen at the association's Palm Springs meeting (AA, April 3). Shown here are former chairmen Richard P. Smith, W.R.C. Smith Publishing Co.; R. C. Jaenke, Penton Publishing Co.; Louis J. Perrottet, Conover-Mast, retiring NBP chairman; and P. M. Fahrendorf, Chilton Co.; and Marshall Haywood Jr., Haywood Publishing Co., new NBP chairman.*

LONG STORY—*John B. Canepa Co. will promote its extra long Red Cross Brand spaghetti with an extra long car card in Indianapolis buses. The car card display will be 36' long. Here F. Denby Allen, Canepa vp and sales manager, disentangles himself from a display.*

NETWORK TV FIRST—*These scenes are from a 75-second color commercial shown on the hour NBC-TV special, "Marineland Circus," April 2, representing the first use of network tv by Tupperware Home Products, Orlando, Fla. Rosemary Clooney, star of the show, provided the voice-over in the tv ad for Tupperware's plastic, see-through containers. As a model pressed a lid on a container, lifting one side a little to allow the air to escape, the singer asked, "Hear that whisper? That's Tupperware's air-tight promise to keep foods flavor-fresh." Miss Clooney invited viewers to have a Tupperware home party before May 7 in order to qualify for a free gift. Batten, Barton, Durstine & Osborn is the agency for Tupperware, which co-sponsored the show with Minute Maid. On Film Productions did the commercial.*

FitzSimmons Murphy Anderson

CAREER TALK—*Katherine FitzSimmons, McCann-Erickson; Mabel Anderson, J. Walter Thompson Co.; and Leona Murphy, Stoetzel & Associates and president of the Women's Advertising Club of Chicago, discuss advertising displays of top professional women at the Careers for Women Conference, sponsored by the Chicago adclub and four other professional groups.*

Why we're avoiding Chinese food

We love it. But there's a Chinese restaurant chef who doesn't love us.

Recently, we had to turn down his request for a Business Week subscription.

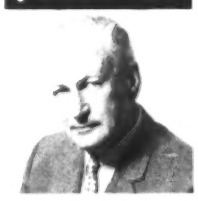
In our letter, we explained that Business Week subscriptions are solicited only from *management men*. We feel that people outside the management sphere (oriental or occidental) won't find much food for thought in its pages.

This policy has created one of the most *unified* audiences a magazine ever had. The people who read Business Week are the decision-makers in business and industry. Our editors aim their stories at them. Our advertisers aim their sales messages at them. Both know they can't miss.

We're waiting to hear that we're forgiven. How we miss that Moo Goo Gai Pan!

BUSINESS WEEK

You advertise in Business Week when you want to influence management men.



BUSINESS WEEK, A McGRAW-HILL MAGAZINE 330 WEST 42ND STREET, NEW YORK 36, N. Y.

Gerth, Brown Adds Spectrolab; Names Rosene, Wagner

Spectrolab, North Hollywood, manufacturer of products for space, missiles and optics industries, has appointed Gerth, Brown, Clark & Elkus, Beverly Hills, to handle its advertising.

At the same time, Bob Rosene, formerly an account executive of Batten, Barton, Durstine & Osborn, Boston, has joined Gerth, Brown, Clark & Elkus as a creative executive, and Paul Wagner, formerly promotion director of KXOA, Sacramento, has been named a copywriter.

BBDO Names Six

Dudley D. Carroll Jr. has joined Batten, Barton, Durstine & Osborn, New York, as group head on the Curtis Publishing Co. account. Last with Time Inc. on circulation promotion assignments, he succeeds Dikran Donchian, who resigned. John E. Doble, account group head, and John D. Leinbach, tv-radio copy supervisor, both in New York, and William E. Conner, an account executive in Minneapolis, have been elected BBDO vps. Arthur J. Bellaire and Philip C. Carlin, vps, have been elected to the board of directors.

KBOX Receives Award

KBOX, Dallas, has received the 1961 National Headliners Club award for journalistic achievement "for consistently outstanding coverage of local news events on radio." ADVERTISING AGE incorrectly identified the station as KMOX, Dallas (AA, April 3).

Grove Names Katzif-George

Grove Co., St. Louis, manufacturer of Thermo-Jac junior sportswear, has appointed Katzif-George-Wemhoener Advertising Co., St. Louis, to handle its advertising. Frank Block Associates, St. Louis, is the former agency of record.

Zubrow Adds Ritter Co.

P. J. Ritter Co., Bridgeton, N.J., packer of Ritter tomato catsup, tomato juice and tomato relish, has appointed S. E. Zubrow Co., Philadelphia, to handle its advertising. L. H. Hartman Co., New York, is the former agency of record.

★★ THE DENVER POST — HOME EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 69, No. 232 — 5 Cents, 48 Pages

FOR WESTERN FEDERAL

24-Story Skyscraper Permit Set

By WILLARD HASELBUSH
Denver Post Business Editor

A permit was issued Monday for immediate construction of a 24-story skyscraper at the corner of 17th and California Sts. by Western Federal Savings and Loan Assn.

The building will cost an estimated $6.5 million and it will take 18 months to erect the steel and reinforced concrete structure.

Issuance of the permit by the City Building Dept. climaxed a year-long legal battle. A District Court ruling last June cleared the way for a needed zoning variance. Final changes in the skyscraper plan now have been cleared.

A. J. Bromfield, president of Western Federal Savings, said construction will commence immediately upon completion of the razing of the California Bldg. That job is nearly complete.

The permit fee of $10,613.50 received Monday for construction of the new downtown skyscraper has been exceeded only by fees paid for the Denver Hilton Hotel and May D&F complex, the First National Bank Bldg. and the Tower Building of the Denver U.S. Bank Center.

Mead & Mount Construction Co. is the contractor.

Bromfield said the final plans call for a completely air-conditioned structure, special heat absorbing tinted glass for all windows to filter sunlight, high-speed express elevators to tower floors and movable partitions throughout the building.

A scale model of the building is on public display at the 1630 Stout St. office of Western Federal.

Western Federal Savings & Loan will occupy the first three floors. The fourth floor will be used exclusively for mechanical equipment and the 20 tower floors will be leased for office use.

"Commitments have been received already from prospective tenants for several of the upper floors," Bromfield said.

Gross floor area of the new building will be 201,755 square feet with approximately 5,400 square feet as net rental area on each of the upper 20 floors.

Architects for the new building are Raymond Harry Ervin & Associates of Denver. The same firm designed the First National Bank Bldg.

TO GO UP AT 17TH AND CALIFORNIA
Drawing of the Western Federal Savings building.

Denver Area Economy Steps Ahead of 1960

Colorado Employment In Upsurge

There are more jobs in Colorado now than ever before—and at higher wages.

The bureau of business research at the University of Colorado said in a report Saturday employment has hit a new high in Colorado, averaging 652,141 a month state wide during all 12 months of 1960.

The average in 1959 was 644,195.

Average weekly earnings in 1960 showed a gain for all classifications except mining, $89.99 as compared to the previous peak of $86.56 in 1959, according to the bureau's report.

Total wages and salary payments during 1960 were estimated at more than $2.5 billion or 6.7 pct. higher than in 1959.

The bureau said employment in Denver, Pueblo, Boulder, Grand Junction and Fort Collins showed "substantial gains" last year.

Other observations by the university bureau:

Life insurance sales in Colorado reached a record $653,585,000 in 1960.

Total bank debits hit a record of more than $25.8 billion.

Water Assures Growth

The Denver Water Board said Monday continued growth and prosperity of the Denver area now is assured by a water supply capable of meeting all needs along the front range of the Rockies from Boulder to Castle Rock.

The water commissioners made their statement in the latest issue of "Denver Water News," a publication distributed to all water customers.

The board said permanent contracts with suburban area [illegible] be put

Savings In Colorado Lead Nation

Colorado's savings and loan institutions are leading the nation in savings account gains, [illegible] mort-

DU Opens 1.5 Million Law Center

By ZEKE SCHER
Denver Post Staff Writer

A dream came true Friday for Denver lawyers and educators.

The new $1.5 million University of Denver Law Center at W. 14th Ave. and Bannock St. opened "for business" and students attended their first classes in the glistening three-story structure.

"Today marks the culmination of years of dreaming and planning by the college and the legal profession," Dean Harold Hurst said.

The law school head said "principal beneficiary" of this major addition to the Colorado education scene will be society itself.

For the first time, he said, there exists under one roof the facilities for legal instruction, the administration and continuing education of the organized bar and for research "to find solutions to the legal and social problems rushing upon us as a result of technological advances and the population explosion."

Architects of Order

"We shall not be content simply to train lawyers with the highest professional competence. We shall seek also to produce in our graduates architects of order who are aware of their special responsibility for social controls."

Even in its old quarters in the 1400 block of Court Pl., the DU Law School had grown into the Rocky Mountain Empire's largest legal institution and the only one offering both day and evening classes. The student body exceeds 300.

Groundbreaking ceremonies for the new building were March 6, 1959. Final interior touches were being added Friday, two years later, as the students and officials moved into the expansive modernistic Civic Center location.

Offices of the Denver and Colorado Bar Assns. also were opened Friday in a first floor corner suite of the Law Center.

Samuel Sherman and Charles [illegible] presidents of the state and

NATIONAL RATING

Denver Post Is 5th In Color Advertising

The Denver Post has moved to the front ranks among America's metropolitan newspapers in ROP (run of paper) full color advertisements and now is fifth nationally in ROP color lineage.

Four years ago The Post ranked 33rd in ROP color lineage. It moved up to 23rd in 1958 and to 18th in 1959.

The only U.S. dailies which carried more ROP color lineage in 1960 were the Milwaukee Journal, Los Angeles Times, Fort Worth Star-Telegram and Chicago Tribune.

The Post's six-day evening lineage in 1960 was 1,910,094, second in America. The seven-day total was 2,101,317 lines.

Business Indicators Swing Up

Business is booming in the Denver metropolitan area.

A survey of key economic indicators Saturday disclosed that while talk of recession plagues some parts of America, the economy of the Denver area continues to move strongly ahead.

Every major business indicator checked by the Denver Chamber of Commerce in its monthly survey showed an increase in January 1961 over the same month a year ago.

Here is the box score:

Building permits issued in Denver County showed an increase of 643 in number in January over a year ago.

The dollar value of Denver building permits was $1,684,986 ahead of January, 1960.

Sales tax collections in Denver jumped $13,828 last month over the same month a year ago.

Electricity consumed in the five-county metropolitan area increased 20,064,592 kilowatt hours reflecting the growth in population and industrial activity.

Gas consumption in the metropolitan area, backing up the figures on electricity, showed an increase of 1,163,496 million cubic feet.

The estimated value of livestock handled in the metropolitan area was up $3,050,648 in January over year ago totals.

Air freight shipments in and out of the metropolitan area in January showed an increase of 296,962 pounds over the same month last year.

Total employment hit 388,328 —18,404 more than at this time last year.

Department store sales were up 7 pct. for the month. Bank debits, directly reflecting business activity, were up 16 pct. Unemployment stood at 3.6 pct., against nearly twice that nationally.

$13 MILLION IN PERMITS

Building in Area Off to Big Start

New construction is off to a booming start for 1961 in the five-county Denver metropolitan area.

A survey by The Denver Post disclosed that building permits for a total of $13,289,078 in new construction were issued between Jan. 3 and Feb. 1 in Denver, Adams, Arapahoe, Boulder and Jefferson counties.

That was a gain of $4,633,574 over the first month of 1960 in the same five counties. Most of the gain was in new homes and apartments to meet the demands of the metropolitan area's continuing population gain.

Gains of more than $1 million each over January 1960 were recorded in Denver, Adams and Jefferson counties.

Denver County issued $5,824,436 in new permits, a gain of $1,684,986 over the first month of 1960.

Jefferson County showed a [illegible] with $3,883,

Visitors' Boom Set In Denver

The biggest convention- and visitor-spending year in Denver's history is assured for 1961, the Colorado Visitors Bureau said Thursday.

Harry Litzenberger, director of convention activities for the [illegible] meetings already

FIFTH IN NATION

Denver Area Growing Fast

The Denver metropolitan area was the fifth fastest growing metropolitan area in the nation during the past 10 years, an analysis by the Inter-County Regional Planning Commission showed Thursday.

The Denver area grew by 51.8 pct. during the decade, the commission said.

Only the metropolitan areas surrounding Miami, Fla. (88.9 pct.), San Diego, Calif. (85.5 pct.), Los Angeles-Long Beach, Calif. (54.4 pct.) and Houston, Tex. (54.1 pct.) showed a greater proportional growth.

The growth of Denver, Jefferson, Adams, Arapahoe and Boulder counties from 612,128 persons in 1950 to 929,383 in 1960 put the Denver area population in 20th place among the nation's metropolitan regions.

Denver's lively growth during the decade is due to comparatively low land costs and "livability," George Nez, commission director, said.

"The mountains and the climate are important, of course," Nez said, "but so also are attractive community conditions and ease of transportation.

"If we are going to continue to grow, we've got to protect those conditions by sensible planning," he said.

Nez said the next decade would see the building of more satellite communities around the Denver area, of which Broomfield Heights and North-[illegible] "are only models."

Sporting Displays Popular

More than 7,000 persons visited the 1961 Colorado Sport, Boat and Travel Show Tuesday night as it opened a six-day run at the Denver Coliseum and Stockyard Stadium.

On display are boats, mobile trailers, camping and fishing equipment, valued at approximately $1 million.

The exhibits occupy 300,000 square feet of space in the Coliseum, the Stockyard Stadium and the National Western Exhibition Hall.

Dick Haughton, president of Industrial Expositions Inc., the show's producers, said Wednesday that "if the opening night crowd is any indication, this year's show will be the biggest ever."

Theme of the 1961 show is

Bank Clearings Up $171 Million Over Year Ago

Denver's accelerating business activity, as measured by bank clearings, is topping 1960

Reynolds Metals to Sponsor 'Dick Powell Show'

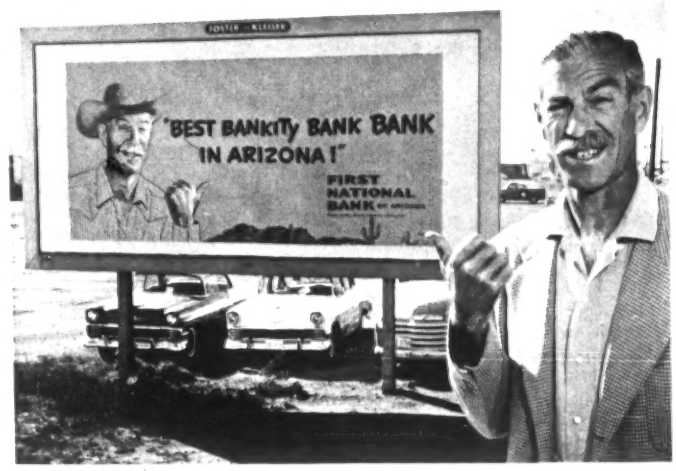
Reynolds Metals Co., Richmond, will launch its 11th season in network tv in October with the "Reynolds Aluminum Dick Powell Show," an hour-long mystery and adventure series, on NBC-TV on alternate Tuesdays. On alternate weeks the company will also sponsor "Say When," a daily game show with merchandise prizes (10:15-10:30 a.m., NBC-TV). The company will also sponsor "All-Star Golf," a show in which top professional golfers compete for cash prizes (Saturdays, 5:30-6 p.m., NBC-TV). Reynold's agencies are Lennen & Newell and Clinton E. Frank Inc.

Bastian-Blessing Names Two

Bastian-Blessing Co., Chicago, has appointed G. Douglas Davis manager of new product and market development, and Russell E. Owen advertising manager. Mr. Davis was formerly advertising manager, and Mr. Owen was manager of marketing of Day-Brite Lighting, St. Louis.

Atlantic/Bernstein Adds One

Physio-Chem. Corp., Mt. Vernon, N.Y. (formerly Home Lab Supply), has named Atlantic/Bernstein Associates, New York, to handle its account. Physio-Chem. is a new advertiser.



BANKITY BANK—*The model for the First National Bank of Arizona outdoor poster ad is Thomas H. Cain, curator of the Heard Museum, Phoenix. When not modeling for ads, Mr. Cain is an anthropologist and archaeologist.*

Waters Masterminds Back-to-School Fall Push in 'Esquire'

NEW YORK, April 5—"Campus Authentics," a back-to-school promotion for advertisers in the men's field, has been set for the September *Esquire*.

The promotion is expected to involve some 10 four-color bleed pages in the September issue, plus merchandising support at the retail level.

The entire program will be packaged by Norman D. Waters Associates, a division of Friend-Reiss Advertising. Waters has been packaging a similar program, the "Nautical Mates" boating promotion, for the past four years.

■ Mr. Waters reported today that so far seven advertisers have been signed for the "Campus Authentics" push. These are Manhattan Shirt, Wembley Inc. (neckwear), Chief Apparel (American Male sports outerwear), Admiral Corp., Schick Inc., Eagle Clothes and Shulton.

Each of these advertisers will be featured in a full page and their products will also be shown on at least two of the other pages in the section.

■ The cost-per-advertiser is the regular *Esquire* bleed page rate, $10,615, plus a flat charge of $2,500 to cover preparation costs. Ads will be prepared and placed by the participating advertisers' agencies, with Waters serving as the general coordinator.

Mr. Waters said "Campus Authentics" is designed to do for the men's field what is done in the women's field in back-to-school promotions. "After all," he pointed out, "there are many more men going back to school than gals." #

Zibman Agency Merges with Yardis

PHILADELPHIA, April 5—David Zibman Advertising Co. has merged with Yardis Advertising. It was the fourth acquisition in the past 18 months for Yardis.

Mr. Zibman, who has headed his own agency for the past 16 years, has become a vp and member of the plans board of Yardis. He becomes the seventh member of the Yardis staff who has headed his own agency, thus adding substance to the Yardis slogan, "The Agency of Presidents."

The Yardis agency started its chain of acquisitions 18 months ago when it merged with Edward Robinson Agency (AA, Nov. 2, '59). Current billings at Yardis are estimated at about $2,000,000. #

Trans-America Sets Drive

Trans-America Corp., San Francisco, will launch a corporate advertising program in management magazines and business newspapers. Object of the campaign, according to Max G. Funke, Trans-America ad manager, will be to introduce a new corporate symbol to business executives. Fuller & Smith & Ross is the agency.

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

few papers anywhere cover their home city and trade area as effectively as the Denver Post

Editor and Publisher: PALMER HOYT

Represented Nationally by MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

Daily 262,462
Sunday 340,096
Empire Magazine and Comics . 360,334

A. B. C. Publisher's Statement September 30, 1960

WAVE-TV viewers have 28.8% more SNIFFLES

—and gargle, gurgle and swallow 28.8% more products "for the relief of colds"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

On the International Scene . . .

Activity on Publishing Front Grows as U.S., British Publications Fan Out

By Milton Moskowitz

NEW YORK, April 5—Activity on the international publishing front has been stepped up considerably.

In Europe, the *New York Times* and the *New York Herald Tribune* are locked in a dog-fight for circulation and advertising revenue. *Life International* will launch its first regional edition in Europe this June.

European publishers also are turning to international ventures. *Continent*, a Paris-based news magazine patterned closely on *Time-Newsweek* lines, made its debut on European newsstands two weeks ago, backed by an impressive amount of advertising. And the *Paris-Match* group is reported to be going ahead with its long-planned trilingual magazine, *Capitol*, described as a combination of *Fortune* and *Realites*.

■ Last week alone saw three new moves in the international publishing area. *Asia Magazine*, a supplement to be distributed with English-language newspapers in 14 Asian nations, will be launched from Hong Kong in October, it was announced. *Newsweek* offered the first regional edition of any international publication to cover the Middle East-African countries. And the *Reader's Digest* announced two more regional editions for the already well-divided Caribbean area.

Behind these moves is the rapid expansion of advertising activity abroad, with publishers anxious to tap this new source of revenue.

Figures recently reported by the U.S. Information Agency showed that all U.S. magazines now have a circulation outside the U.S. of approximately 15,000,000. Of this total, international editions account for about 11,500,000.

■ Publishers in other countries have become export-minded. *Paris-Match*, France's leading consumer magazine, recently reported that 400,000 of its total circulation of 1,800,000 comes from outside France. The top market outside of France is Belgium, where 95,000 copies are sold. *Paris-Match* sells about 8,000 copies in the U.S.

Outside of American companies, British publishers are probably the most active in the international area and it's interesting to note that they are now beginning to invade this part of the world.

■ Overseas Newspapers Ltd., London, is the international wing of the *Daily Mirror* group, which is now the world's largest publishing house, and Overseas earlier this year took over *The Graphic* in British Guiana. *The Graphic* is a small paper, with a circulation of about 20,000, but it represents Overseas' first property in the Western Hemisphere.

It apparently won't be the last either. Percy Roberts, who was sent from West Africa to British Guiana to manage the paper, was in New York recently to meet international media buyers and he reported that his company was actively looking for other papers to acquire in the Caribbean area.

■ Overseas Newspapers is already a publishing power in West Africa, where it publishes three daily papers (*Daily Times* in Nigeria, *Daily Graphic* in Ghana and *Daily Mail* in Sierra Leone), two Sunday papers in Nigeria and Ghana, a weekly, *West Africa*, a monthly, *West African Review*, and a children's weekly, *Junior Graphic*.

Overseas has a strong sales representation in the U.S. through Thomas Skinner & Co., New York, which also represents several dozen other magazines, both consumer and trade, published by various companies of the *Daily Mirror* group in Britain.

Meanwhile, Overseas faces competition from the irrepressible Roy Thomson, the Canadian publisher who went to Britain 10 years ago and became a press lord there. Mr. Thomson has bought 50% of a new Nigerian daily, the *Daily Express*, and he has just moved into the Caribbean by acquiring control of the Trinidad Publishing Co., publisher of the island's only daily, the *Trinidad Guardian*, and owner of the *Evening News* published in Port of Spain and the broadcasting station, "Radio Guardian."

• • •

In New York this week was another publisher who has made the grade with an unusual venture in Switzerland. She is Mrs. Casey Herrick, owner-publisher of the *Weekly Tribune*, an English-language newspaper published in Geneva.

Mrs. Herrick is a former New York adwoman. She was a partner for 12 years in the old A. M. Sneider advertising agency. She went to Geneva when her husband took a position there with the International Labor Organization.

Mrs. Herrick decided there was a market for an English-language paper after discovering that Switzerland had some 50,000 English-speaking residents, not counting the annual tourist influx.

Experts told her it was impossible but she went ahead anyway. She sold $2,000 of stock, borrowed $3,000, hired an editor from London—and produced the first issue in January, 1959. The first year was a struggle but Mrs. Herrick reported that 1960 operations were in the black "slightly" and they are still in this enviable state.

■ *Weekly Tribune* is a 10-page paper with a small-town air about it. It is printed by *La Tribune du Genere*. Circulation has reached 5,000, of which 1,400 is bought in bulk by hotels and travel organizations to distribute to their customers. The paper sells on newsstands for 60 centimes (14¢).

Advertising accounts for more than half of total revenue and Mrs. Herrick said getting ads has been "the easiest part because the paper pulls like crazy." Airlines, banks and local stores have been the leading advertisers.

Mrs. Herrick runs both the editorial and advertising sides. She believes the paper must have the highest cost-per-1,000 in the world, with a page rate of $400. The total staff now numbers seven, plus five stringers.

• • •

A similar paper launched in England last year, the *London American*, is now undergoing a reorganization. William J. Caldwell, former U.S. adman who helped to launch the weekly, has resigned. The paper said the resignation was linked to an important change in administration involving expansion of the publication to the European continent. Derek Jameson, a British journalist, has taken over as acting editor. Mr. Caldwell worked previously for Time Inc., Fawcett Publications, McCann-Erickson and Batten, Barton, Durstine & Osborn. ≠

Chicago Publishers Rep Moves

James K. Millhouse, Chicago publishers' representative, has moved to the Palmolive Bldg.

March Advertising Volume in Business Publications

March/*Volume 10.1% (in pages) under 1960*

Industry Division	1961	1960	Page Change	Percent Change
Manufacturing	12,736	14,115	— 1,379	— 9.7
Transportation	3,178	3,542	— 364	—10.3
Mining	600	640	— 40	— 6.3
Petroleum & Gas	1,710	1,929	— 219	—11.4
Construction	6,965	7,670	— 705	— 9.2
Food	1,555	1,734	— 179	—10.3
Services & Distrbn.	4,169	4,614	— 445	— 9.7
Institutional	2,702	3,120	— 418	—13.4
Government	512	528	— 16	— 3.0
Export-Import	940	1,070	— 130	—12.2
Farm Equipment Dist.	283	344	— 61	—17.7
Total	35,498	39,464	— 3,966	—10.1

Year-to-date/*9.8% (in pages) under 1960*

Industry Division	1961	1960	Page Change	Percent Change
Manufacturing	34,816	37,871	— 3,055	— 8.0
Transportation	8,616	9,491	— 875	— 9.2
Mining	1,663	2,006	— 343	—17.1
Petroleum & Gas	4,784	5,381	— 597	—11.1
Construction	18,512	21,120	— 2,608	—12.4
Food	4,390	4,637	— 247	— 5.3
Services & Distrbn.	11,807	12,959	— 1,152	— 8.9
Institutional	7,575	8,746	— 1,171	—13.4
Government	1,341	1,394	— 53	— 3.8
Export-Import	2,848	3,173	— 325	—10.3
Farm Equipment Dist.	688	798	— 110	—13.8
Total	97,470	108,016	—10,546	— 9.8

Tidewater Oil Sets $4,000,000 Push Sans Newspapers

LOS ANGELES, April 7—In an effort to promote itself as a leader among the nation's oil marketers, Tidewater Oil Co. will pump about $4,000,000 into a broadcast and print campaign, starting next week.

Virtually all of the company's 1961 ad budget will be invested in broadcasting. Spearheading the campaign—designed as a "stature-building" effort—will be two 60-minute television documentaries to be shown in April and May over 50 stations in Tidewater's 13-state marketing territory. Tidewater said all but two of the 50 outlets are network affiliates who have pre-empted prime time for the two specials—"Race for Space" and "Project: Man in Space."

In addition, Tidewater will launch a heavy spot tv schedule in spring and fall months and also will back the tv effort with a series of b&w spreads in *Life*, *Look*, *The Saturday Evening Post*, *Sunset Magazine* and *True*. Outdoor posters—30-sheets and painted bulletins—are also scheduled in key markets.

On radio, Tidewater will continue sponsorship of major western college sports events and of the "Flying A Reporter" over CBS Radio's Pacific Coast Network.

■ In what may be a significant—and ominous—trend, Tidewater made little mention of newspapers in detailing its 1961 schedule. Jack Leener, ad manager, would allow only that newspapers will be used, but would not say to what extent.

The unofficial word among oil men here, however, was that Tidewater, together with other major oil advertisers, are planning sharp cutbacks in newspaper expenditures because of what many feel to be the "domination" of major market newspaper pages by Shell Oil Co., currently running a $13,000,000 campaign in the medium.

In its initial announcement on its '61 ad plans, Tidewater—which has been a substantial newspaper advertiser in previous years—itself made an oblique reference to the rival Shell campaign, stating that it "believes that the elements in a (ad) campaign do not take their best form in just one medium." The Tidewater announcement went on to describe advertising plans in tv, magazines, radio and outdoor, but made no mention of the newspaper schedule.

■ In its broadcast ads, Tidewater will emphasize its leadership in research and refining activities and the consumer benefits derived from its oil products and Flying A tires. The magazine spreads further point up the institutional end of the campaign, describing in big pictures and brief copy Tidewater's "$1¼ billion investment for your car."

Foote, Cone & Belding, Los Angeles, is the agency. ≠

Storer Names Kockritz to New Post; Adds McWeeny

Ewald Kockritz has been named director of a new department of broadcast standards of Storer Broadcasting Co., Miami. He formerly was vp and national tv program director for the station group. His duties will be to "consolidate matters relating to program provisions of the FCC rules and the Storer program manual." The department will operate quality control and will review such matters as the continuing survey of community needs and program interests in each market and will be responsible for station procedures and clearance of program content and ad copy.

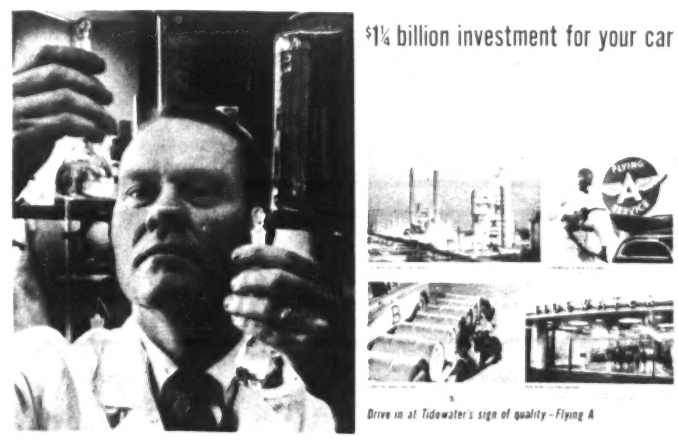
Storer Television Sales, Storer's new station representative arm, has named John P. McWeeny, formerly with Edward Petry & Co., an account executive in the Chicago office.

Erickson Names Byrde

Erickson Enterprises Inc., New York, processor of reader requests for publishers, has named Byrde, Richard & Pound, New York, to handle its account. The former agency was Beckert & Bradley, New York.

Lilienfeld Joins 4A's

Lilienfeld & Co., Chicago, has been elected to membership in the American Assn. of Advertising Agencies.



BIG MONEY—*Tidewater uses an editorial format in this magazine spread to tell the consumer how much money goes into pumping gas. The b&w spread is part of a special "stature-building" campaign scheduled by the oil marketer in 1961. Foote, Cone & Belding is the agency.*

Business Paper Ad Volume Dips 9.8% in First Quarter

CHICAGO, April 5—Advertising page volume in business publications is down for the third consecutive month this year. Compared with the first quarter of 1960, this year's drop is 9.8%. March, 1961, compared to March, 1960, shows page volume to be down 10.1%.

These data are taken from a monthly survey of 345 business publications which report their advertising volume to *Industrial Marketing*. All publications are divided into 11 basic industry groups and then further divided into industry subdivisions.

Comparing basic divisions on a year-to-date basis, the smallest drop was registered by the government division, which was down 3.8%. The food division follows with a 5.3% drop. The greatest loss was sustained by the mining division which dropped 17.1% from its 1960 level. The farm equipment distribution division followed close behind with a drop of 13.8%.

■ The divisions form a different lineup when comparing March's volume with the same month in 1960. The government division is again the least hit with a 3% drop, but the mining division follows with a 6.3% decline. The farm equipment group showed the greatest monthly decline, with a 17.7% fall, followed by the institutional division with a decline of 13.4%.

Comparing individual industry subdivisions on a quarterly basis, the picture is more positive. The canning, freezing, and preserving industry is up 6.3%; the printing industry, 6.2%; leather products, 5.9%; and hotels, motels, and resorts are up 5.8%. ≠

Montana Steak Month Bows

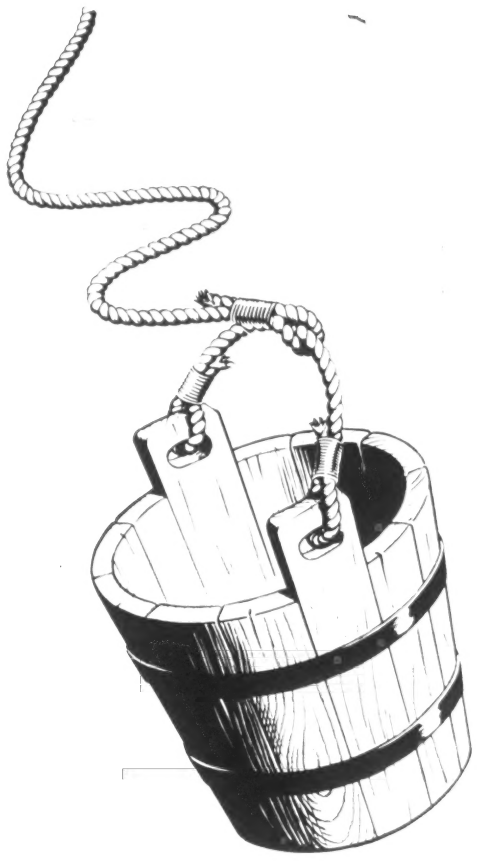
Gov. Donald G. Nutter has proclaimed April as "Montana Treasure Steak" month. The promotion will be supported by grocery store and restaurant display kits, featuring menu cards, window streamers, meat labels and point of purchase material for meat racks. Plans also include delivery of a new style cut of beef to President Kennedy, Vice-President Johnson, Montana congressmen and the governors of the other 49 states.

H-R TV Appoints Three

H-R Television, New York, station representative, has appointed Prem M. Kepur, formerly with WCAU-TV, Philadelphia, and William Carpenter, formerly with Ziv-United Artists Television Co., to its sales staff. Michael A. Wiener, formerly with ABC-TV, has been named assistant director of sales promotion of H-R.

DuGrenier Names Bennett

Arthur H. DuGrenier Inc., Haverhill, Mass., manufacturer of vending machines, has named Victor A. Bennett Co., New York, to handle its advertising. The former agency was E. T. Howard Co., New York.



Memo to American Business

Re: Foreign and Domestic Trade

"cast down your bucket where you are!"

"A ship lost at sea for many days suddenly sighted a friendly vessel. From the mast of the unfortunate vessel was seen a signal, 'Water, water; we die of thirst!' The answer from the friendly vessel at once came back, 'Cast down your bucket where you are.' A second time the signal, 'Water, water; send us water!' ran up from the distressed vessel, and was answered, 'Cast down your bucket where you are.' . . . The captain of the distressed vessel, at last heeding the injunction, cast down his bucket, and it came up full of fresh, sparkling water from the mouth of the Amazon River."

BOOKER T. WASHINGTON

When Booker T. Washington made his famous Atlanta Exposition address on September 18, 1895, he went out of his way to emphasize the relevance of this story to the plight of hard-pressed businessmen. He told his listeners that Negroes constituted one-third of the population of the South and he added: "No enterprise seeking the material, civil, or moral welfare of this section can disregard this element of our population and reach the highest success."

These words, spoken 66 years ago, go straight to the heart of the current debate over the rate of our economic growth and the need for foreign markets. There is, as some economists have contended, a pressing need for aggressive development of overseas outlets, but there is a companion need for concentration on neglected markets at home.

The Negro market is the last major untapped market in America. There are some 18.8 million American Negroes with a total annual purchasing power of approximately $19 billion, an amount equal to ⅘ of the buying power of the entire Dominion of Canada and larger than the total value of all U.S. export sales. According to a recent article in the British magazine, Time and Tide, the average American Negro is better off than the average white man in Britain. Basing its story on a report from the American embassy, the magazine said the average income for American Negroes topped, "the 667 pounds of the average Briton—including film stars, company directors and so on." This comparison testifies to the size and vitality of the Negro market. This market is right here in America. Cast down your bucket where you are.

16 MAJOR NEGRO MARKETS IN THE U.S.

CITY	TOTAL POPULATION	NEGRO POPULATION	% of TOTAL POPULATION
New York City	7,781,984	1,087,931	14.0
Chicago	3,550,404	812,637	22.9
Los Angeles	2,479,015	334,916	13.5
Philadelphia	2,002,512	529,240	26.4
Detroit	1,670,144	482,223	28.9
Baltimore	939,024	326,589	34.8
Houston	938,219	215,037	22.9
Cleveland	876,050	250,818	28.6
Washington, D.C.	763,956	411,737	53.9
St. Louis	750,026	214,377	28.6
Dallas	679,684	129,242	19.0
New Orleans	627,525	233,514	37.2
Pittsburgh	604,332	100,692	16.7
Cincinnati	502,550	108,754	21.6
Memphis	497,524	184,320	37.0
Atlanta	487,455	186,464	38.3

SOURCE: United States Bureau of Census—1960

CAST DOWN YOUR BUCKET in an American market

The Negro market is a brand-conscious market, with native American tastes and truly American desires for prestige, quality and the latest improvements in goods and services. There are no tariff restrictions in this market. There are no cultural barriers or language problems.

CAST DOWN YOUR BUCKET in a concentrated market

More than 75% of all Negroes in the U.S. live in big cities. The bulk of Negro spending power is concentrated in the top U.S. markets, where nine-tenths of the nation's wholesale sales and two-thirds of all U.S. retail sales are made. Negro customers in these markets comprise from 11% to more than 50% of the total city population.

Every producer of quality consumer goods has a big stake in the major city markets. And this is where 85% of EBONY's circulation is concentrated. EBONY magazine has a higher percentage of its total circulation in the central-city markets than any other Starch-rated publication, including the Sunday supplements.

CAST DOWN YOUR BUCKET in a growing market

Dr. Matthew L. Tayback, Assistant Commissioner of Health for the city of Baltimore, has said: "It is safe to characterize the Baltimore Negro population as a young one and the white population as an elderly one."

This is essentially the white-Negro characteristic of many major American cities. Since the Negro population is young and at the age of new family formations and product acquisitions, the Negro is the manufacturer's best consumer potential for food, clothing, home furnishings, drug and personal care products and automobiles.

We believe this market is important to the future of the American economy. We believe its importance will increase. We believe, with Booker T. Washington, that no business can disregard it and reach the highest success.

The Negro market is reached best through media dedicated to the interests and aspirations of the people they serve. Negro-oriented media, such as EBONY, presents the only visual media within which Negroes can completely identify with themselves, fully participate in the editorial and advertising content and be reached in depth and effectively sold.

The ability to produce tangible results is one of the reasons why advertisers invested considerably more than $3 million in EBONY during the past year.

We invite you to CAST DOWN YOUR BUCKET in a Prosperous America.

EBONY

CIRCULATION: *OVER 700,000 MONTHLY*

CHICAGO 16: 1820 S. MICHIGAN AVE. • CAlumet 5-1000 NEW YORK 20: 1270 AVE. OF THE AMERICAS • JUdson 6-2911 BEVERLY HILLS, CALIF.: 9033 WILSHIRE BLVD. • BRadshaw 2-9078

THE MOST INFLUENTIAL SELLING FORCE IN THE NEGRO MARKET

Foes of Outdoor Are Against All Ads, Iowa Dailies Warned

CHARITON, IA., April 4—Opponents of outdoor advertising are enemies of advertising in general, the Iowa Outdoor Advertising Assn. has warned the state's newspapers in a letter to 120 daily and weekly editors.

The outdoor group is currently fighting garden clubs and architects, who are seeking passage of an Iowa bill that would comply with federal restrictions on outdoor advertising on the interstate highway system. Several Iowa newspapers have been supporting the proposed legislation.

■ R. E. Combs, national director of Outdoor Advertising Assn. of America from Iowa, told the editors in his letter that the garden club members and architects are anti-outdoor "only first and incidentally. Basically, they are anti-advertising. We are simply their first target."

The letter, citing the outdoor industry's "long engagement" with these groups, said, "The Iowa architects . . . feel advertising—all advertising—is unethical, undignified, unnecessary. They will not advertise . . . The Garden Club women number among themselves hundreds of censors of advertising—all advertising." ≡

Mueller to Winius-Brandon

Paul Mueller Co., Springfield, Mo., manufacturer of steel dairy and food processing equipment, has appointed Winus-Brandon Co., St. Louis, to handle its advertising. J. L. Kileinecke Advertising, Springfield, is the former agency of record.

Conrad Joins Hege, Middleton

Jerry Conrad has joined Hege, Middleton & Neal Advertising, Greensboro, N. C., as an account executive. Mr. Conrad was formerly an account representative of Alderman Studio's special products division.

Shaw Joins Doe-Anderson

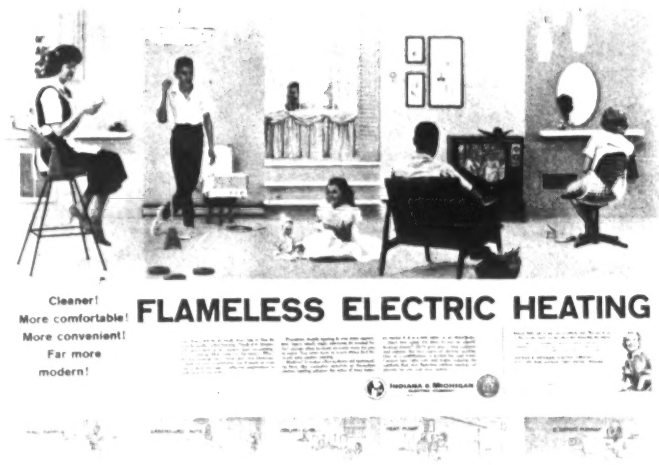
John L. Shaw, formerly program manager of WOOD and WOOD-TV, Grand Rapids, Mich., has joined Doe-Anderson Advertising Agency, Louisville, as radio-tv director.

'Redbook' Opens in S.F.

Redbook has opened a San Francisco sales office at 315 Montgomery St. and has named John P. Bourke, formerly with *The Saturday Evening Post* and *Family Circle*, manager.

Mason Joins USP-Benson

Les Mason, formerly owner of West Coast Designers, Los Angeles, has joined United Service Publicity-Benson, Melbourne, as an art director.



LOCALIZATION—*American Electric Power Co., an electric utility system of six operating companies, is running this Hi-Fi color ad in newspapers from Chicago to New York during March and April. A new twist in this type of ad is that space for the headline, copy and signature is left blank so that the individual sponsoring utility can use special copy to localize the ad. Bonsib Inc., Fort Wayne, Ind., is the agency.*

You Can't Split, Says CBC, So Revlon, MacLaren Kiss (?), Make Up

TORONTO, April 4—MacLaren Advertising Co., which seven weeks ago resigned the $500,000 Revlon account, has taken the business back into the shop.

The agency and the Revlon account, which is part of Thomas Supply & Equipment Co., Ottawa, split over Revlon's co-sponsorship of the "World of Music" show on the CBC television network.

■ Revlon told MacLaren that it no longer wanted the show, which is sponsored on alternate weeks by General Foods Ltd.

MacLaren, it is understood, tried to persuade Revlon to maintain co-sponsorship of the well-rated program, but Revlon was adamant.

As a result, the agency refused to supply CBC with commercials for the Feb. 12 show.

What did CBC do? It showed a slide saying, "This program has been brought to you by Revlon."

The following day MacLaren resigned the account.

Said CBC: "We have a non-cancelable contract with MacLaren for Revlon to co-sponsor 'World of Music.' We expect the contract to be honored."

So the matter was put into the hands of legal counsel.

Result: Revlon is back at MacLaren, and "World of Music" continues to be fully sponsored—at least until September. ≡

Walter Scott to Freystadt

Walter A. Scott, formerly an art director of Smith, Hagel & Knudsen, has joined E. M. Freystadt Associates, New York, as senior art director.

FÖRST*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

**FÖRST means FIRST in Danish*

In Chicago

Saks, American Viscose Set Joint May Push

American Viscose Corp. and Saks Fifth Ave. specialty shops are joining in a "cool blue" fashion promotion in May. Consumer advertising will be a four-and-a-half page ad (a spread with a two-and-a-half page pullout) in the May *Mademoiselle*. Trade advertising was a spread in the April 4 *Daily News Record* and *Women's Wear Daily*. Featured in the ads are eight "cool blue" fashions made of vicose fabrics, which will be displayed in all Saks stores across the country during the week of May 3. The New York office of Arndt, Preston, Chapin, Lamb & Keen is the agency.

Trachtenberg to Sackheim

Morton P. Trachtenberg, formerly an account executive on the Du Pont account at Batten, Barton, Durstine & Osborn, has joined Ben Sackheim Inc., New York, as director of its interior furnishings group. Before joining BBDO a year ago, he was with Alfred Auerbach Associates for ten years as vp and home furnishings group supervisor.

THE BARD—*McNeill, McCleery & Cochran, Los Angeles, incorporates some instructions to announcers on the record labels of its half-recorded, half-live radio spots for Pauley Stations, service station chain. Copywriter for the label instructions is a distinguished gent; the instructions are Hamlet's message to the players, with some modern changes.*

School Teachers Tour K&E

Eleven high school teachers spent March 30 touring Kenyon & Eckhardt's New York offices. The object of their visit was to learn the kinds of positions available in a large advertising agency for their students, as graduates of commercial and vocational high school courses. This is the third year that K&E has played host to such a tour, which is under the auspices of the Offices Executives Assn.

Sorvall Names Toft

Arthur B. W. Toft, account executive with William Hill Field Advertising, Westport, Conn., for the past six years, has been named advertising consultant for Ivan Sorvall Inc., Norwalk, laboratory instrument maker. He retains his connection with the Westport agency.

D. S. Boughton Joins Bissell

D. S. Boughton, formerly with Owens Corning Fiberglas Corp. as its Grand Rapids, Mich., branch manager, has joined Bissell Inc., Grand Rapids, as assistant to the marketing vp in charge of special projects.

Pepsi Reports Gain in Earnings—Seen Due to Sales Abroad

NEW YORK, April 4—Pepsi-Cola Co. today reported for 1960 the highest case sales and profits in its history, despite "an exceedingly cool summer" and "the recession which affected most businesses."

Earnings moved up from $13,873,843 to $14,180,705. Net sales of $157,672,258 were substantially the same as in 1959. The company noted that elimination of Cuban operations and currency devaluation in the Philippines adversely affected reported sales by some $6,000,000.

As usual, the annual report gave no breakdown on international sales, but observers believe that foreign markets played a key role in helping Pepsi reach a new earnings peak. Pepsi's foreign sales have been estimated as high as 35% of total company volume, and the profit contribution is believed to be even greater.

In 1960, nine new bottling plants were opened in the U.S., while 40 were opened abroad. Another 38 are scheduled for opening abroad in 1961. Pepsi reported that the parent company and its bottlers spent "more than $20,000,000" to promote Pepsi abroad in 1960.

■ The annual report devotes considerable attention to advertising. Stockholders are informed that during the year Pepsi moved its account to Batten, Barton, Durstine & Osborn and then embarked on a new advertising campaign featuring the theme, "Now it's Pepsi—for those who think young" (AA, Feb. 13). A five-page center section reprints color photographs exemplifying this theme.

Pepsi also reports that in 1960 its national advertising delivered five billion radio impressions and two billion print impressions. The report adds that Pepsi "was the largest user of network radio and the fifth largest user of newspaper ads in color." =

Storecast Names Safferstein

Storecast Corp. of America, New York, has elected Nate C. Safferstein, formerly exec vp, president. He succeeds Stanley Joseloff, named chairman of the board. At the same time, the supermarket advertising medium announced expansion into several new areas, including advertising-merchandising "packages" for in-store and community promotion.

Williams Joins Maco

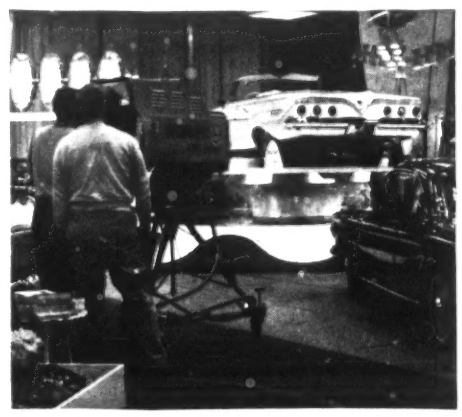
Jack Williams, who formerly headed his own publishers' representative company in Miami, has joined Maco Magazine Corp., New York, which publishes for the outdoor, sports, how-to, and leisure fields.

...McCormick Place, magnificent new lakefront exposition center, has an exhibition area equal to 6 football fields; 23 private meeting rooms; a theater with the largest seating capacity of any in Chicago. McCormick Place was completed this year in time to host the famed auto show, which set new attendance records.

In Chicago

WGN TELEVISION

Better programming through dedicated community service



For the eleventh year, WGN Television brought Chicagoland exclusive coverage of the auto show—and in color.

WGN IS CHICAGO

Quality · Integrity · Responsibility · Performance

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should.
- Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Kaiser, Sedlow Adds 3 Accounts

Kaiser, Sedlow & Temple, New York, has been named to handle a special fall campaign for B. Shackman & Co., New York, toy and novelty distributor. The company will run full page ads in November issues of *House Beautiful, House & Garden* and the *New York Times Magazine*, with an adjacent column listing toy departments and gift shops where the toys are sold. Kaiser, Sedlow & Temple has also been named to handle direct mail and trade advertising for Arco Lighting, New York, and advertising by Process & Instruments Corp., Brooklyn. Both companies are new advertisers.

WWJ Names Sisson

Franklin Sisson has joined WWJ, Detroit, as station manager, succeeding Robert J. McIntosh. Mr. Sisson formerly was local sales manager of WOOD-TV and program director for WOOD, Grand Rapids. Mr. McIntosh left WWJ to operate his own radio station, WKDL, Clarksdale, Miss.

Town Photo to Sackheim

Town Photo Labs, New York, has named Maxwell Sackheim-Franklin Bruck, New York, to handle the account. There was no previous agency.

BIGGEST APRON Value 6½¢ EA.

FREE SAMPLE

World's greatest premium... PLASTIC HOSTESS APRONS . . . for only 6½¢ each . . . in quantity! EXTRA-LARGE size. Very attractive. For free-give-aways, tie-ins, store-openings, etc. Write for free sample. No obligation.

L & M COMPANY, Dept. PG 37
415 N. 8th St., St. Louis 1, Mo.

Robling Clough Nichols
McGannon Bernbach Strouse

HEARTLINE—*Members of the National Library Week steering committee discuss 1961 poster and newspaper ads. The poster, recommending reading "for a richer, fuller life," was created by J. Walter Thompson Co. Seated are: Donald E. McGannon, president of Westinghouse Broadcasting Co.; William Bernbach, president of Doyle Dane Bernbach; and committee chairman Norman H. Strouse, president of J. Walter Thompson. Standing: John S. Robling, director of National Library Week; Reginald Clough, promotion director of Reader's Digest; and William I. Nichols, editor and publisher of This Week Magazine.*

Admen Again Pitch in for Library Week; Newspapers Are Added to Promotion Media

NEW YORK, April 5—Top creative advertising and media talent has pitched in again this year to put over National Library Week, April 16-22.

The work of agency presidents, copywriters, art directors, broadcasters and magazine publishers already has met with enough initial success to create the biggest run on promotional materials in three years. This year's promotional lineup, including posters, counter cards, streamers, bookmarks and ad mats, will be supplemented by radio and tv spots and, for the first time, newspaper ads.

The 1961 library week poster was designed by Andy Nelson, of J. Walter Thompson Co. The newspaper ads were written by Monte Ghertler and illustrated by Charles Piccirillo, both of Doyle Dane Bernbach Inc.

Television spots, created under the supervision of JWT, tell how an idea gets from the book to the eye to the heart, and are available in one-minute and 20-second versions. The spots were produced by Playhouse Pictures, Hollywood, and were created by Harry Treleaven and Paul de Monterice, of JWT, New York.

■ Radio spots emphasize the benefits of reading and encourage the better use of libraries, and feature Ralph Bellamy, Ethel Merman, Sam Levenson, Claudette Colbert and Art Carney. Five-minute radio programs feature Doris Day and Steve Allen, chairman of the California state committee for NLW, discussing reading for young people; Maurice Evans reading Shakespeare; and John W. Gardner, president of the Carnegie Foundation, being interviewed on school libraries.

Westinghouse Broadcasting Co., which produced last year's "Reading Out Loud" tv series for National Library Week, this year has come up with one-minute tv films for spot use on great classics for children. The visual will be still-motion shots from actual book illustrations.

A long list of advertising, agency and media executives helped forge this year's library campaign. Chairman of the National Library Week steering committee is Norman H. Strouse, president of J. Walter Thompson. Bernard Barnes, vp of Time Inc., is vice-chairman.

On the steering committee are William Bernbach, president of Doyle Dane Bernbach; Reginald Clough, promotion director of *Reader's Digest;* Oscar Katz, vp of CBS Television Network; Donald E. McGannon, president of Westinghouse Broadcasting Co.; A. Edward Miller, publisher of *McCall's;* William I. Nichols, editor and publisher of *This Week Magazine;* and Elmo Roper, head of Elmo Roper & Associates. ≡

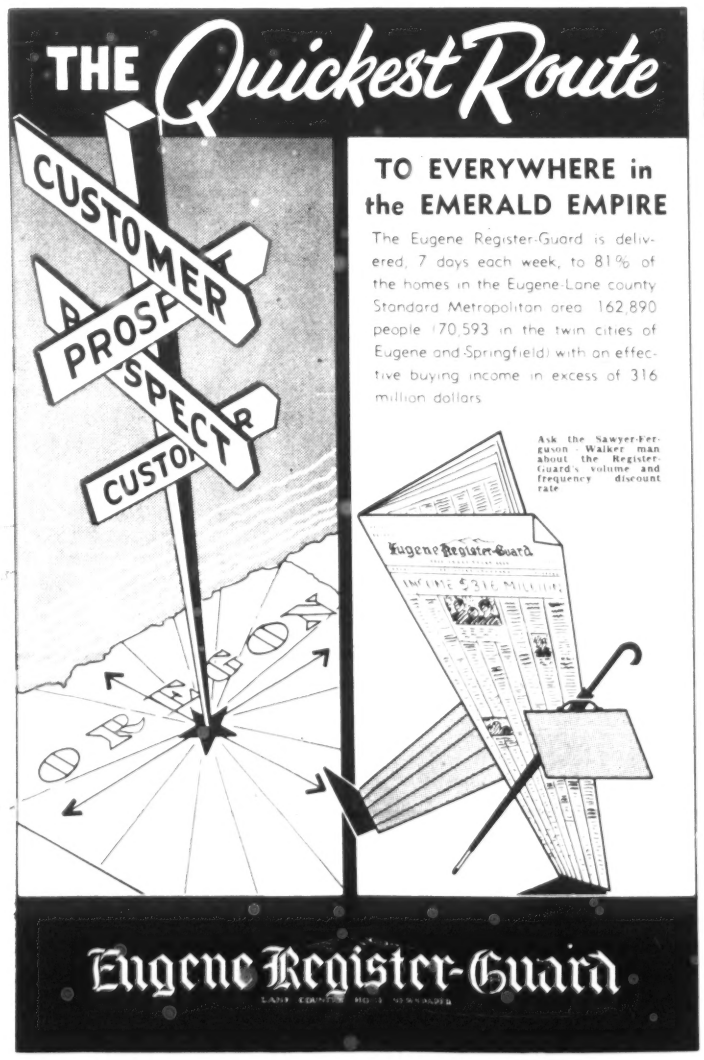
VERSATILE—*Top agency talent helped forge this year's National Library Week campaign. Shown here is first Library Week newspaper ad ever prepared, the creation of Doyle Dane Bernbach Inc. The bottom headline explains: "At your public library they've got these [letters of the alphabet, lined up at top] in ways that make you cry, giggle, love, hate, wonder, ponder and understand."*

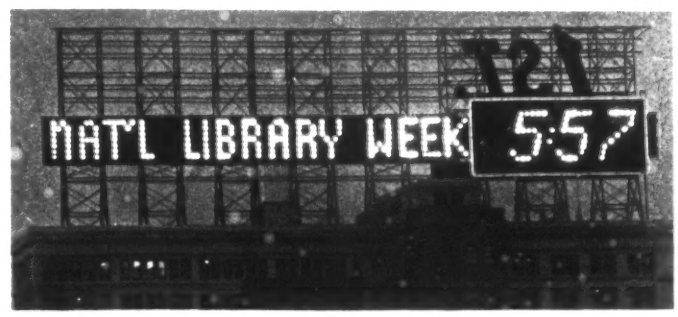
Bundy Tubing Gets Award

Bundy Tubing Co. and Ross-Roy, BSF&D have received the "Distinguished Advertising Award" from *Appliance Manufacturing* for highest readership during 1960 of any two-color spread in the publication. The ad shows several fish sculptures formed from Bundy's copper brazed steel tubing, photographed in an underwater setting. Copy says "There's almost no limit to the things Bundy can mass-fabricate. The ad is one of a current series.

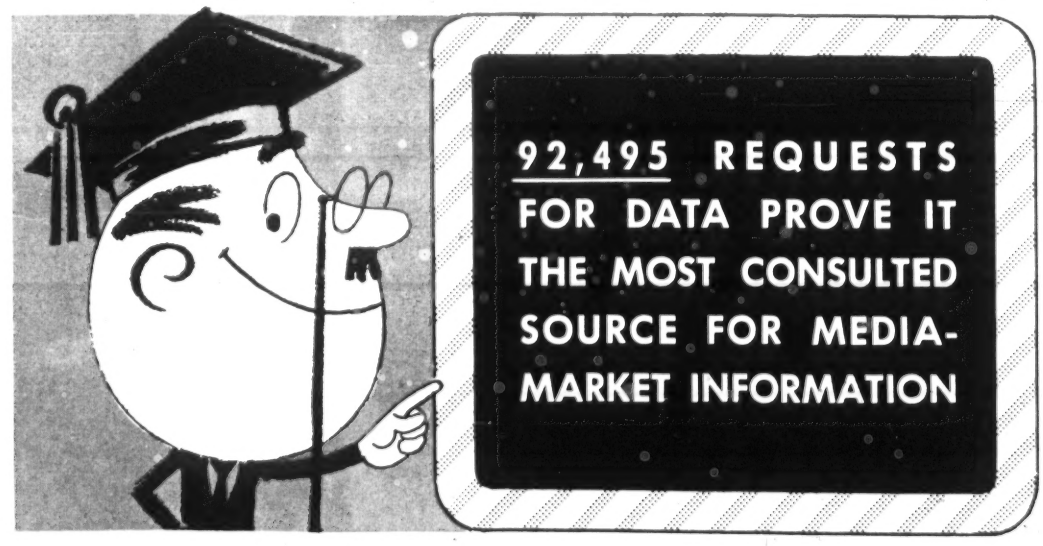
Allied Chemical Unit in Drive

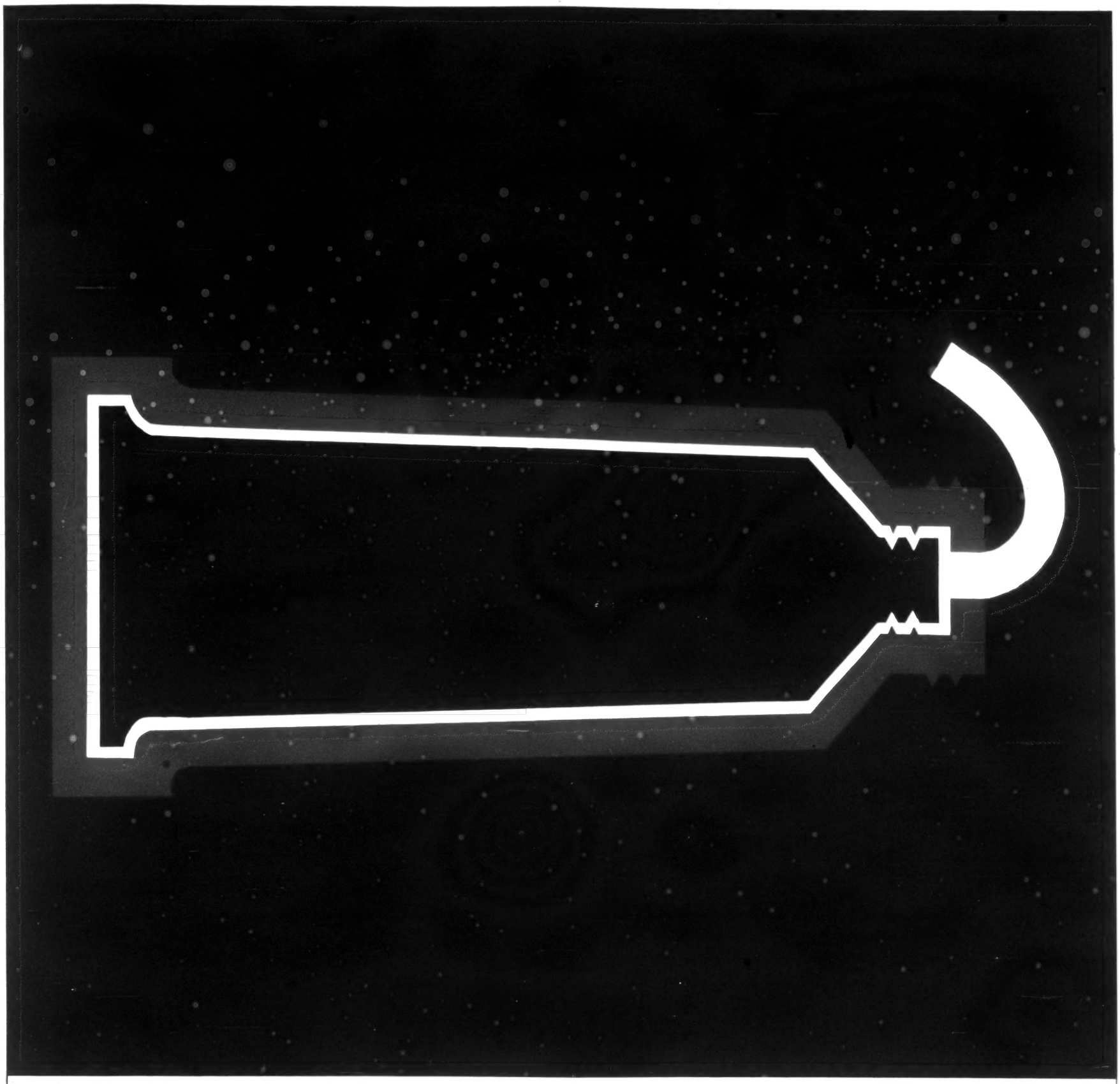
Nitrogen division of Allied Chemical Corp., New York, is running a 13-week spot radio and tv effort for nitrogen solution and A.N.L. fertilizers, mainly in the east. The schedule includes 12 one-minute early morning and noontime radio spots weekly in about 100 markets and six prime time tv minutes weekly in 12 markets. Albert Sidney Noble Advertising is the agency.





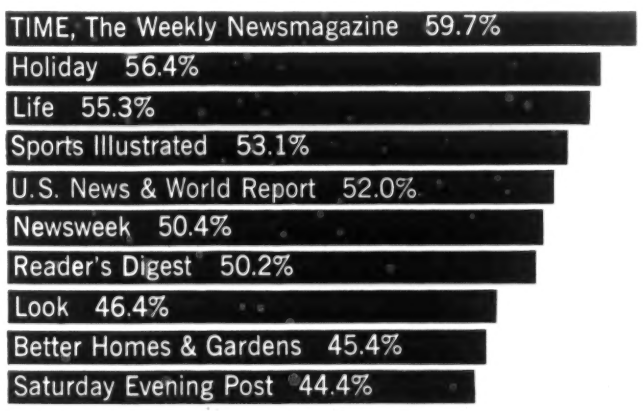
SPECTACULAR—*Time Outdoor is promoting National Library Week with this Skyliner display in Seattle.*





TIME is the shape of the market for drugstore products

Circulation concentration in the top 100 counties for DRUGSTORE SALES

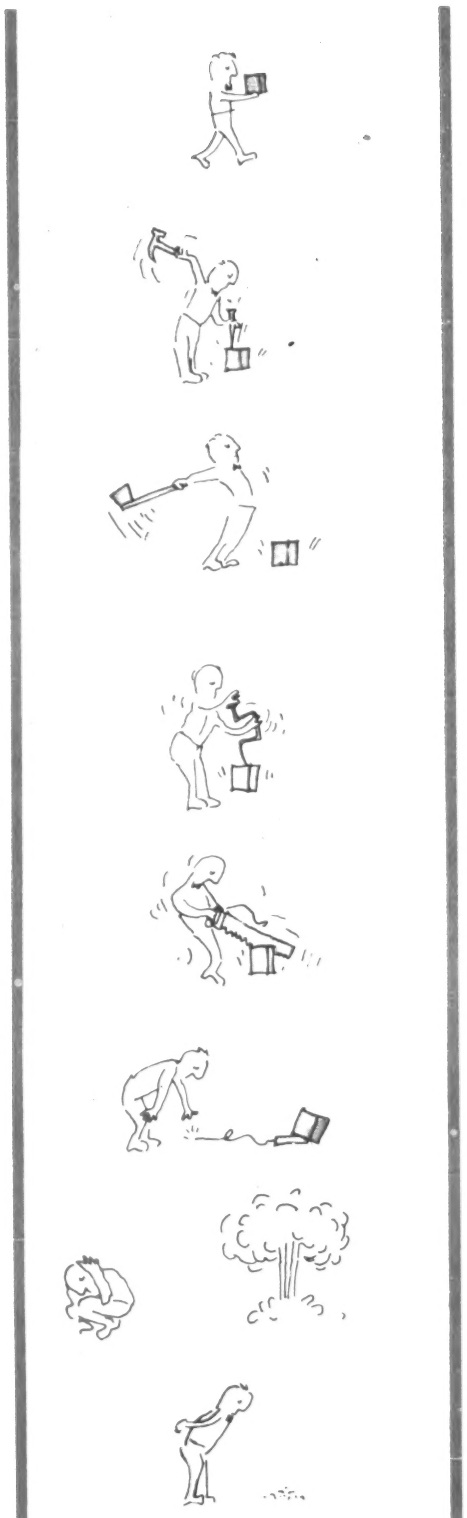


Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Most of America's drugstore sales are made in just 100 of the nation's 3,070 counties. In these active areas, TIME concentrates more of its circulation than does any other magazine with a circulation of more than half a million. TIME's 2,550,000 busy, prosperous, trend-setting families buy more of everything—from tobacco to toiletries.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES



almost
any package
is easier
to open
with . . .

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

NAME OF NEWSPAPER

CAREER STEER—*The ANPA has offered U. S. and Canadian dailies free page and 1,000-line ad mats like this to promote newspaper careers among students.*

ANPA Issues Mats in Youth Recruiting Effort; Sees Gains

NEW YORK, April 5—The American Newspaper Publishers Assn., via its Newspaper Information Service, has announced a campaign to lure high school students into newspaper work.

In a stepped-up campaign, ANPA has offered page and 1,000-line ad mats to U.S. and Canadian newspapers. The ad, headed, "How can you help your boy if he says, 'I want to be a newspaper man'?"—shows a high school student talking with his father. Copy describes newspaper departments, including advertising. A coupon at the bottom offers further career information, and there is space for the sponsoring newspaper's signature.

The promotion follows an earlier, eight-month ANPA "recruitment" campaign among high school and college writers, and their newspapers.

"Interest in newspaper careers and journalism study has increased noticeably within the past year," said ANPA's general manager, Sanford Smith. "The American Council on Education for Journalism reports a 100% increase in requests for journalism school lists and academic programs.

■ "Quill & Scroll's newspaper writing contest, in which ANPA for the first time will award four plaques, reports a 100% increase in participation over the previous year," Mr. Smith said.

The Columbia Scholastic Press Assn.'s recent awards, through new ANPA category, received more than 1,000 entries in the first month of the contest, he added. ≡

CBS-TV Signs GF, Sara Lee

General Foods Corp., White Plains, N.Y., has signed as alternate-week sponsor of "Alvin and the Chipmunks," a new animated cartoon half-hour series to be presented on CBS-TV next fall, Wednesdays at 7:30 p.m. (EDT). The starting date has not been set yet. CBS-TV also has signed Kitchens of Sara Lee for half-sponsorship of "Carnegie Hall Salutes Jack Benny," an hour special scheduled for Sept. 27 at 10 p.m. (EDT). The General Foods order was placed by Benton & Bowles; Sara Lee's was made through Cunningham & Walsh.

Winsor & Newton Picks Agency

Winsor & Newton, New York, U.S. branch of an English manufacturer of brushes and colors for artists and designers, has named Long Island Advertising Co., Roslyn, N.Y., to handle its advertising. The account was last with Lister Agency.

Takes Effort of All to End Ad Abuses: Nyborg

INDIANAPOLIS, April 5—"It is a mistake to believe that any organization or association is capable of assuming, by itself, the responsibility for advertising ethics," according to the president of the Assn. of Better Business Bureaus.

Victor H. Nyborg told the annual meeting of the Indianapolis BBB today that the responsibility is neither all his nor all theirs.

"The improvement of advertising content, the protection of business from unfair competitive advertising and sales practices, and the protection of the public from fraud and deception is a responsibility which falls on the shoulders of all who advertise, or who participate in some way in, or benefit from advertising," Mr. Nyborg declared.

That was one of the reasons behind the "Declaration of Responsibilities for Improving Public Confidence in Advertising," which was issued last June, Mr. Nyborg said, in an effort to spell out the role of BBBs, advertisers, agencies and media.

■ Truth and accuracy in advertising today "is very much on the upswing," he stated, and summarized the chief reasons for this: (1) Publicizing of bad advertising practices; (2) expanded government activity in correcting abuses and the threat of further restrictive legislation; (3) greater BBB activity "all down the line"; and (4) tighter media censorship.

Mr. Nyborg urged caution in the coming months as the economy digs itself out of the recession "in order to avoid any practices which will cause further restrictions."

FEWER FALSE ADS ARE SUBMITTED, ANPA SAYS

NEW YORK, April 4—U. S. and Canadian daily newspapers rejected $7,645,408 in false or misleading advertising in 1960, compared with $6,166,321 in 1959, according to a report by American Newspaper Publishers Assn.

The dollar increase was interpreted as good news by ANPA, which pointed out that 755 papers took part in the 1960 survey, against 348 in 1959.

A total of $8,909,766 was rejected in 1958, when ANPA first conducted the study.

The lower per-paper rejection figure reflected reports "by hundreds of newspapers that offerings of false and misleading ads has slowed to a trickle, for two reasons:

• "First, small business men who succumbed to temptation have been convinced that it is useless to try to get daily newspapers to publish their copy.

• "Second, widespread public discussion of 'truth in advertising,' campaigns in newspapers and other media have had a beneficial effect everywhere in the public interest." ≡

TNT-Colorvision Formed

Theater Network Television, New York, closed circuit tv company, has purchased new color tv projectors from North American Philips Co. which will permit TNT to present live colorcasts for the first time. The new equipment projects images up to 200 sq. ft. At the same time, the company has established a color network division, TNT-Colorvision, with facilities for colorcasting closed circuit shows to the top 50 markets.

STUDENT-STYLED

Complete registration in advance

No more standing in lines—no more "lost weekends"

New Four-Week General Session beginning late and ending early . . . July 3-28

Eight-Week General Session . . . June 19-August 11
Final registration on Monday. Classes begin on Tuesday

More classes in the cool of the morning

New courses and conferences in special areas

A simplified fee schedule. More lakeshore housing

Write Dean C. H. Adolfson for your copy of our new illustrated catalog. You can use the handy coupon in the back of this magazine.

1961 SUMMER SESSIONS
UNIVERSITY OF WISCONSIN • MADISON

STUDENT SELL—*The University of Wisconsin is running ads like this one in four publications to promote its summer sessions.*

Ads Hike Summer Enrolments, Say Two Universities

MADISON, WIS., April 4—Universities are finding it pays to advertise their summer courses. At least two, Wisconsin and Colorado, are spending several thousand dollars annually to advertise their summer sessions in national publications.

The results these colleges report, are larger enrolments, with smaller costs per inquiry. Both use local advertising agencies.

• At the University of Wisconsin this year, inquiries to date have jumped 40% over 1960 figures, due to an ad campaign running in four publications: *The New York Times, Scholastic Teacher, The Instructor* and *Wisconsin Journal of Education*. Direct mail folders, bulletins and posters are also used.

Stephan & Brady is the agency.

• In 1960 and 1961, the University of Colorado advertised its summer sessions in more than 30 journals. The 1960 figures show an 8.5% increase in inquiries over the previous three-year average.

Conner Advertising, Denver, is the agency. ≡

Sylvania Runs Business Ads to Promote Record Special

Sylvania Electric Products, Batavia, N.Y., is conducting a spring promotion in which it is offering an lp record valued at $3.98 for 98¢ to consumers who visit their dealers for a Sylvania tv set demonstration. The record contains 12 top show tunes of the past 60 years.

A page in *Electrical Merchandising Week* and two junior pages in *Home Furnishings Daily* are being run by Sylvania in April to inform dealers of the promotion. Available to dealers is an eight-page mailer and a promotion kit containing newspaper mats, radio announcements, window displays and wall banners. No consumer advertising is planned. The advertising was placed by Kudner Agency.

Sy Rosen Adds Y.E.S.

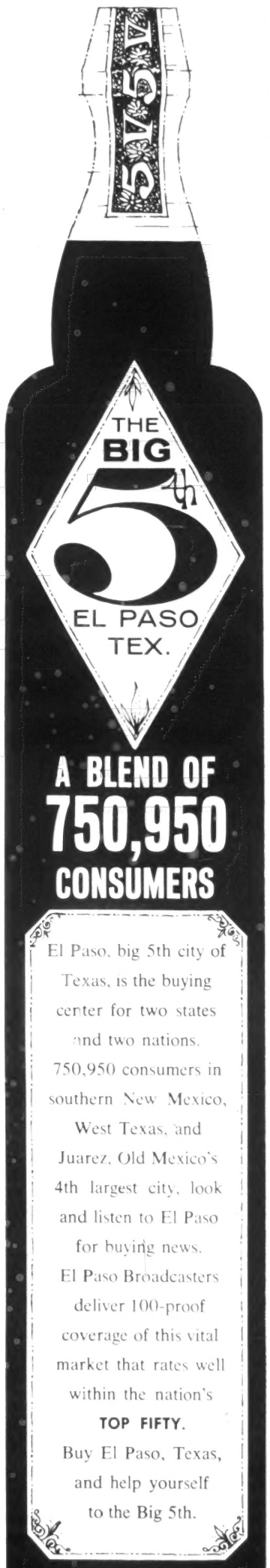
Youth Education Systems, Larchmont, N.Y., publisher of Y.E.S. review books, has named Sy Rosen Advertising, New York, to handle its account. The former agency was *Diener & Dorskind*, New York. At the same time, Rosen named Jack Thaw, formerly marketing analyst of L. W. Frohlich & Co., New York, as an account executive.

Carpenter Joins Remington

Richard N. Carpenter, formerly with Gray Supply Co., has been named marketing manager of Remington Advertising, Springfield, Mass.

Washington looks different at night. Some 66,000 cars already have crossed this bridge. The solid citizens have put away their panic buttons and are snuggled down at home. White collar city—more so than most. Evening newspaper city—more so than most. Washingtonians become newspaper consumer-readers when the sun sets. This is when your solid Washington market becomes most receptive to your advertising message. This is why advertisers who know the Washington scene prefer the evening *selling* strength of The Star.

THE WASHINGTON STAR



Tinted Benches Help St. Petersburg Create Spryer Image

ST. PETERSBURG, April 4—Land O'Goshen, a body would scarcely recognize those park benches all spruced up in pastel colors!

It's an idea St. Petersburg is trying in order to convince whippersnappers that talk about this being an old folks' city—well, sir, it just isn't so.

Gumption for the new city spark was supplied by the Suncoast Advertising Club, from a suggestion by Harold M. Canning, national ad manager of the *St. Petersburg Times*.

According to Mr. Canning, the city's "three-segment economy"—tourism, industry, and the retired group—lay buried under a "false image" in the minds of agencies and home offices of big corporations.

"This was largely created by the green benches which had become synonymous with 'doddering old folks' played up by national magazines," he said.

The $500,000-plus retail sales of the St. Petersburg-Pinellas area last year were, Mr. Canning said, withering on the promotional vine.

■ Enlisting the aid of civic organizations, Mr. Canning recommended "Project '61," a campaign aimed at beautification via "flowering trees," a city speakers bureau, a "brain power bank" of dollar-a-year retired professional talent, and—sakes alive—those pastel-painted park benches.

The project implemented a color slide presentation on St. Petersburg which Mr. Canning has shown over the past five years to correct the city's image ("there were many places where it couldn't be shown, so a greater effort was necessary").

Since then, the *Times* has doubled its national ad revenue, and in 1960, "when most newspapers showed losses," the *Times* registered a gain, he said.

Any increase or decrease in the number of park benches—or their occupancy rates—meanwhile, was not given. #

Mohr & Eicoff Moves, Names Siegal Art Head

Mohr & Eicoff has moved its Chicago office to 155 E. Ohio St. The agency has added a real estate advertising division. It reports 1960 billings in excess of $3,500,000.

At the same time Jerrold Siegal, formerly president of Jerrold Siegal & Associates, has joined the agency as art director of the Chicago office.

Farson, Huff Adds Petersen

Harold E. Petersen, formerly of Stockton, West, Burkhart, has joined Farson, Huff & Northlich, Cincinnati, as director of marketing and merchandising.

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Martin Ostheimer Phillips Gilman Neu

CINCINNATI FOUR A'S—*J. J. H. Phillips, manager of advertising and sales promotion, Ohio Oil Co., addressed the fourth annual meeting of the Cincinnati council of the American Assn. of Advertising Agencies. With him are C. Thomas Martin, president, Stockton-West-Burkhart, and outgoing chairman of the council; Richard Ostheimer, research director, Life; D. Morgan Neu, vp, Daniel Starch & Staff; and Irving Gilman, vp, Institute of Motivational Research.*

What's in a Name? Admen's Activities Aren't Criticized When Performed by Others: Taplin

LONDON, April 4—Public prejudice against advertising in Britain has reached the point at which admen are condemned for activities which are regarded as perfectly normal when carried on by others.

"Advertisers are handicapped by the hostile attitude of an outside world which regards their preoccupation with the preferences of housewives, the exact color of a poster illustration or a delicate choice of words as silly or sinister, whereas in other contexts (sociology, painting, poetry) such things are regarded as respectable or laudable."

That's the conclusion of Walter Taplin, a fulltime observer of advertising, who pleads for an objective examination of the important phenomenon in his book, "Advertising: A New Approach," published by Hutchinson of London ($3.50).

"It is better to think carefully about advertising . . . and not to leave the subject any longer to be dealt with in terms of passion and prejudice," he urges.

■ By training an economist and by experience also an editor, Mr. Taplin is the research fellow in advertising and promotional activity at the London School of Economics—the only academic post in Britain concerned with advertising.

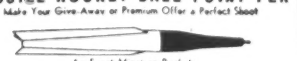
He writes from an independent point of view, "without any predilection for or against" advertising. He feels that there is more to be gained from examining some of the ideas involved in advertising than by trying to state opinions about the whole phenomenon.

In his 200-page book, which he describes as semi-popular at least in intent, Mr. Taplin seeks to show to his readers that advertising is a serious subject, capable of being discussed academically. He notes with dismay that those who have strong opinions about the subject usually are either vehement critics or people whose living depends upon it.

"The same arguments recur. The contention that advertising promotes higher sales, and so reduces costs per unit of product, has been flogged within an inch of its life by advertising men," he says. He notes, however, that the same is true of the critics' arguments, chiefly about waste and bad taste.

■ Basically, Mr. Taplin, who sees his task only as encouraging reasonable interest in the question and not trying to settle it, considers the causes and effects of advertising.

In the book's first half, he presents the "basic ideas" (wants, information, persuasion, competition and morals) and in the second half considers some problems advertisers encounter (appropriations, budgets, agencies and techniques).

MISSILE ROCKET BALL POINT PEN
Make Your Give-Away or Premium Offer a Perfect Shoot

An Exact Miniature Rocket
New, different, exclusive, low cost. Write for quantity prices and sample today. With or Without Imprint.
R-W CORPORATION
22849 Ventura Boulevard Woodland Hills, California

Camph Is 'H&G' Ad Head; Fuchs Has Mail Order Post

A news item in ADVERTISING AGE March 27 erroneously reported that John A. Camph, previously manager of *House & Garden's* "Shopping Around," has been named mail order supervisor of that department and of *Glamour's* "Glamour Aisle." The item should have said that John A. Camph, advertising director of *House & Garden*, New York, has named Joseph Fuchs to be mail order supervisor.

Petersen Names Five

Petersen Publishing Co., Los Angeles, has named John Peck manager of its San Francisco office, and has appointed George Anderson midwestern advertising manager in Chicago. Mr. Peck formerly was a partner in O'Brien, Weinmann & Peck. Mr. Anderson was formerly manager of Petersen's Cleveland office, and he will be succeeded there by John Quinn, formerly of McMillan-Foley Publishing Co. The company has also named Bill Wylie and Bernard Tigney to the ad staffs in the Chicago and Cleveland offices, respectively.

Dailies' Discount Plans Vary Widely, Kelly-Smith Reports

NEW YORK, April 4—Results of a nationwide daily newspaper study show "a woeful lack of uniformity" in setting rates for continuity and volume, according to Kelly-Smith Co., newspaper representative.

According to Kelly-Smith, 517 newspapers offer some type of discount. As of March 6, 23 listed C-I-D discounts similar to those of the *Louisville Courier-Journal*; 114 had "other forms" of C-I-D; 156 sold via bulk discounts; and 28 carried full-page discounts.

A complete rate breakdown for each newspaper is shown in the 71-page report, which the company has made available to advertisers and their agencies.

The newspaper discount bandwagon, set in motion by the *Courier-Journal* in July, 1959, gained rapid momentum as 1961 approached. Several sources said that swings to C-I-D and bulk plans were hastened by Shell Oil's massive print campaign via Ogilvy, Benson & Mather.

■ Most newspaper representatives were in agreement, however, on one point: Rapid discount shifts now occurring in the national rate category will, for some time, make obsolete many surveys even before they are released.

The Kelly-Smith summary follows a March 11 newspaper discount study published by *Editor & Publisher*, which later announced that its list would be revised before the American Newspaper Publishers Assn. convention later this month. #

Meek & Thomas Adds Two

Meek & Thomas, Youngstown, O., has been named to handle advertising for Dyfoam Corp., New Castle, Pa., manufacturer of polystyrene foam for building, refrigeration and packaging, and Greenlawn Inc., Greenville, Pa., which markets a line of power aerators.

Connell to Warwick & Legler

Howard Connell, formerly a vp of Foote, Cone & Belding, has moved to Warwick & Legler as copy group head. His wife, Eleanor B. Connell, is a vp of Warwick.

Coffee so rich you

PROBLEM:

Luzianne needed color magazine reproduction to dramatize the texture of its coffee, BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA!

Luzianne *Instant*

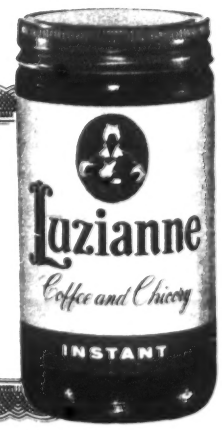
Double-rich Luzianne is custom-blended to give you the most satisfying, "coffee-est" Instant you've ever tasted! Extra fine coffees are delicately seasoned with costly imported chicory. Magically, the coffee's goodness is increased. You'll notice Luzianne's color is a little deeper, its flavor a little more satisfying. And because Luzianne is so much richer, *all you need is half as much!* For a fresh new Instant Coffee experience, try Luzianne Coffee & Chicory . . . Use this special get-acquainted coupon and save 15¢.

SAVE 15¢

Use this coupon on a jar of Luzianne Instant Coffee & Chicory.

Mr. Grocer: Our salesmen will redeem this coupon for 15¢ plus 2¢ handling provided you and the consumer have met with the terms of this offer. Invoices to cover sales must be shown upon request or coupon void. Not redeemable through outside agencies. OFFER EXPIRES JUNE 30, 1960.

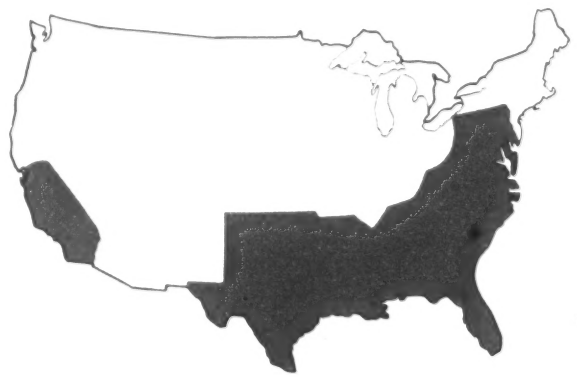
Wm. B. Reily & Company, Inc., New Orleans, La. ©1960



SOLUTION: Home Edited Gravure Magazines...like The Houston Chronicle Roto Magazine in Houston.

Luzianne is distributed primarily throughout the South, Southeast and Southern California. Ten major markets within their distribution area are served by a locally edited magazine. This ad ran in four of them, including The Houston Chronicle Roto Magazine. Each offered full-color magazine reproduction **plus** the reach and penetration of newspapers. Luzianne merely matched up these magazines to their markets.

Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.



The Houston Chronicle Roto Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also a member of Metropolitan Sunday Newspapers (Sunday) and is one of the 54 individual Home Edited Gravure Magazines serving 40 of the nation's leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

STRIPE—*This ad for Formica's "candy stripe" kitchen will run this month in American Home, House Beautiful, House & Garden and Sunset and in the May McCall's.*

NAB-TV Code Board Admonishes Stations on Beer, Wine Ads

WASHINGTON, April 4—With the heavy beer advertising season just around the corner, the television code review board of the National Assn. of Broadcasters has urged tv stations "to examine wine and beer commercials with special care."

The gentle admonition—and it appears to be no more than that—was made in the monthly bulletin to code subscribers. The subject of tasteful handling of alcoholic beverages on tv came up because a midwestern brewer had been running some commercials showing his product being consumed on camera. Code policy disapproves on-camera imbibing.

The NAB's concern with consumption goes a step further in the latest announcement, which notes: "The use of special photographic techniques which show first a full glass of beer and then an empty one seems to be on the increase.

■ "It is the board's opinion that to imply consumption of the product by such devices is at variance with the spirit and intent of good taste provisions. Any commercials which seem to subvert the language or spirit of the code through 'implied' drinking sequences . . . should be seriously reconsidered before broadcast."

This would seem to be a for-the-record statement. There are plenty of tv commercials using empty glasses to show that beer gets drunk. There is no indication that the NAB expects subscribers to reject this kind of copy.

Said one code station censor: "How ridiculous can they get? What is beer for except drinking? Though I understand some women use it to wash their hair." ≡

Neals, Roether Adds One

Neals, Roether, Hickok, Orlando, has been named to handle advertising for the Daytona Beach Resort Area Chamber of Commerce, following presentations by 15 agencies. The account, spending about $146,000, will launch its summer tourist promotion in April via *TV Guide* and newspapers; *Reader's Digest* and other magazines and papers will herald a winter promotion in the fall. The previous agency was Charles Corsi Advertising, Daytona Beach.

Eastman Adds 3 Stations

Robert E. Eastman & Co. has been named national representative for three radio stations: KTHT, Houston, formerly handled by Avery-Knodel; WTAC, Flint, Mich., previously represented by George P. Hollingbery Co.; and WSAI, Cincinnati, previously handled by Gill-Perna.

IBM Unit Names Stevens, 7 Others in Marketing Revamp

The electric typewriter division of International Business Machines, New York, has revamped its marketing organization, and B. M. Stevens, formerly division sales manager, has been named assistant general manager. J. J. McGlynn, formerly manager of sales services, has been named to the new post of manager of marketing. In addition, J. A. Myers, formerly assistant sales manager, has been named sales manager, and W. J. Maloney, formerly dictation equipment product manager, becomes assistant sales manager.

C. N. Jones, formerly district sales manager, has been promoted to manager of marketing services; G. C. Bass has been named manager of product planning, succeeding G. W. Youngdale, who was named to the new post of manager of product introduction. The new post of manager of dictation equipment sales will be taken by S. J. Kalow, formerly administrative assistant, dictation equipment operations.

Ward Promotes Ransom

Montgomery Ward & Co., Chicago, has appointed Lyle H. Ransom catalog sales promotion manager. Mr. Ransom, formerly catalog development manager, succeeds William M. Kain, who is retiring after 37 years with the company.

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums -- cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

LET'S FACE IT..... by Volpe

On the job for more than a quarter of a century, this leader's name and fame are feared by lawbreakers and the underworld throughout the nation.*

IT TAKES THE COMPLETE PICTURE TO RECOGNIZE A LEADER

Newspapers, like leaders, can be unrecognizable unless you have a complete picture. In the booming Los Angeles market, the complete picture of buying income, circulation and selling success is put together for you by the recognized leader in the evening field . . . the Herald-Express.

FACE THESE FACTS: You get the largest evening circulation in Western America . . . 76.7% unduplicated by any other metropolitan newspaper. Concentrated coverage of L. A. County where 90% of metropolitan sales are made. Readers with more money to spend . . . with annual buying income of more than $2,803,000,000.

Los Angeles Evening
HERALD-EXPRESS
Largest Evening Newspaper in the West
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

*J. Edgar Hoover, Director Federal Bureau of Investigation

Wilcox Kiselick

Craig Allport Howry

Panuch Brown Lewis

SHOW AND EXHIBITS—*Some of the faces among the shows and exhibits at the Assn. of National Advertisers workshop in New York were Bob Wilcox, U.S. Steel; Steve Kiselick, American Radiator & Standard; Charles Craig, SKF Industries; Peter Allport, ANA president; Ham Howry, American Can Co. and program chairman; J. Anthony Panuch, vp, industrial exhibits, New York World's Fair Corp.; Bob Brown, Aetna Casualty & Surety Co.; and Don Lewis, Eastman Kodak Co.*

Nielsen to Acquire APT

A. C. Nielsen Co., Chicago, will acquire Automated Preference Testing Corp., New York, on July 3. APT has pioneered a mechanism for gathering consumer preferences at the point of purchase. The devices are now being used in some supermarkets, where shoppers note preferences (for instance, between two carton designs) by pressing a button. The system is said to combine speed, volume and economy in market testing.

Kircher, Helton & Collett Opens Cincinnati Office

Kircher, Helton & Collett, Dayton-based agency, has opened an office in Cincinnati at 2212 Victory Parkway. The new office, which will be the first branch operation for KH&C, will offer complete consumer and industrial advertising - marketing services.

Frederick Sullivan

Frederick R. Sullivan, Cincinnati agency executive, has been placed in charge of the office. Mr. Sullivan formerly was an account executive and copy chief of Leonard M. Sive Associates.

Doherty, Clifford Elects Two

Harry E. Sandford, account executive in the professional division of Doherty, Clifford, Steers & Shenfield, New York, has been elected a vp. Robert P. Clark, Doherty, Clifford treasurer, has been elected to the board of directors.

St. Anthony MESSENGER

Circulation rising steadily in number and value but rates remain the same

JUNE ISSUE CLOSES APRIL 20

Orders and sample copy requests to:
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

Ad Clinic #20

(a transparent device to get you to read this Sheraton ad)

by the Creative Coroner

Avoid being vague

SHERATON HAS WORLD'S FASTEST RESERVATION SYSTEM

SHERATON HOTELS

How fast is "fastest"?

A sub-head stating actual time would strengthen the headline.

Does it take 15 minutes — 10 minutes — 5 minutes? How long?

4 seconds! — via RESERVATRON, Sheraton's electronic miracle that links 56 Sheraton Hotels, makes and confirms your reservation fast and free. Now when a last minute urgency takes you out of town, your secretary can make and confirm your reservation in less time than it takes to powder her nose. And in less time than that you can get a free, 104-page booklet to enhance your Sheraton lore (and to help us test this ad) just by writing: **Sheraton Corp., Ad Age Ad #20, 470 Atlantic Ave., Boston, Massachusetts.**

'Wagon Train' Wins First Place in Insomnia Survey

NEW YORK, April 4—Working on the theory that people who term a particular program "a favorite" are among its most loyal watchers and are in a more receptive mood toward purchase of the sponsor's product, Henry Brenner, president of the Home Testing Institute, has just completed a study designed to guide the makers of sleep-aid products in their use of television.

Starting with a sample of 4,040 persons in the tv homes covered for the monthly TvQ popularity ratings, Mr. Brenner found that 405 of them used sleep-aid products. The largest number of users—130—was in the 35 to 49 age group. As would be expected by anyone who has ever tried to deal with a high-strung female animal, most users were of the weaker sex. Women users outnumbered men in all age groups.

Of the 405 users, 90 were heavy users—five or more pills or tablets taken in the last 30 days, 100 were medium and 185 were light. The other 30 didn't give any indication as to the degree of use.

■ Sominex, the No. 1 selling brand in the U.S., placed first among users with 178, followed by Nervine (56), Nytol (44), Sleep-Eze (43) and Dormin (9). These five were the only brands mentioned on the questionnaire. Sleep-Eze ranks second in sales in the country.

With this basic data compiled, HTI's next step was to determine product usage among the special fans of specific network tv programs. The technique here was to show breakdowns on the degree of product usage for the number of people, who termed a specific program one of their favorites.

The largest number of video fans with insomnia turned up in the audiences of "Wagon Train," "Real McCoys," "Perry Mason," Lawrence Welk, Ernie Ford, Red Skelton, "Gunsmoke," "Father Knows Best," and "I've Got a Secret" in that order.

Of those programs, only Lawrence Welk was sponsored by a sleep product—Sominex—at the time of the January and February study. Other programs on the Sominex list—"Queen for a Day," "Amateur Hour," "Morning Court" and Art Linkletter's "Houseparty"—had fewer sleepless viewers among their coterie of followers.

■ During the survey period, Nytol ran commercials on "Tall Man," "This Is Your Life," and "Riverboat," among other shows. None of these three showed any exceptional strength with the pillow tossing set.

Mr. Brenner pointed out that heavy users probably add up to the best potential for this category of advertisers. Programs with the largest percentage of heavy users among their loyal fans, in order, were "Real McCoys," Huntley and Brinkley's News, "Wagon Train," "77 Sunset Strip," "Gunsmoke," the nighttime "Price Is Right," "I've Got a Secret," "Perry Mason," Lawrence Welk, Red Skelton, "Father Knows Best," "Chet Huntley Reporting," Danny Thomas, "Bonanza," Perry Como, Ernie Ford, the daytime "Price Is Right," "Rifleman," "Rawhide," "CBS Reports," "CBS News" and "Laramie."

In the case of the news—always tense, with cold war threatening to turn hot—and the action shows, it could be that the program content is keeping viewers awake nights, but aren't Lawrence Welk and Perry Como supposed to be soothing fellows?

Jack Paar, who once had a sleep-aid product on his crowded commercial log, doesn't look like a good buy for them in this survey. Apparently most of his fans have no trouble getting to sleep once Mr. Paar bids them goodnight. ≡

Users of Five Sleep-Aid Products by Age and Sex*

January and February, 1961

	TOTAL			MALE			FEMALE		
	Total Sample	Users		Total Sample	Users		Total Sample	Users	
Age	No.	No.	%	No.	No.	%	No.	No.	%
12-17 yrs	627	18	2.9	318	6	1.9	309	12	3.9
18-34 yrs	1,060	92	8.7	476	24	5.0	584	68	11.6
35-49 yrs	1,102	130	11.8	486	40	8.2	616	90	14.6
50-59 yrs	679	92	13.5	308	29	9.4	371	63	17.0
60 yrs. and over	572	73	10.0	282	28	9.9	290	45	15.5
Total 12 years and over	4,040	405	10.0	1,870	127	6.8	2,170	278	12.8

*Dormin, Nervine, Nytol, Sleep-eze, Sominex
Source: TvQ division, Home Testing Institute

Co-Ordinated Adds One

Co-Ordinated Marketing Agency, New York, has been named to handle advertising for Endeco cheeses by N. Dorman & Co., New York. Doyle Dane Bernbach Inc. formerly handled the account. Plans call for intensified radio, tv, newspapers and subway poster advertising. Sy Unger, formerly with Pan American Public Relations Ltd., has joined Co-Ordinated Marketing Agency as pr director.

Beltone Appoints Kranz

Beltone Hearing Aid Co., Chicago, has named Norman Kranz senior copywriter. Prior to joining Beltone, Mr. Kranz was a copywriter for the SCI division of McCann-Erickson.

Sullivan Named Sackheim VP

Glenda Sullivan has been renamed a vp of Ben Sackheim Inc., New York. Mrs. Sullivan joined the agency in 1949, left in 1956 and returned in 1959 as an account executive.

Macfadden Revenue Dips, Earnings Drop Sharply in 1960

NEW YORK, April 4—Consolidated earnings of Macfadden Publications and its subsidiaries fell sharply from $739,105 for the year ended Dec. 31, 1959, to $67,487 at Dec. 31, 1960. At the same time, the gross revenue of Macfadden, recently purchased by Bartell Broadcasting Corp. (AA, Feb. 27), declined from $18,125,913 to $15,823,374. The company reported an operating loss last year of $118,403, compared with an operating income in 1959 of $1,186,200.

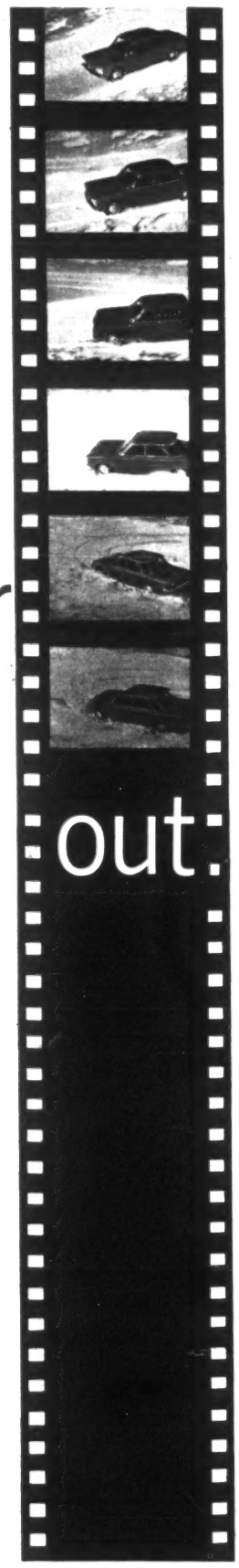
Macfadden attributed its showing to the fact that, "magazine revenues, generally, dipped during 1960, reflecting an economic imbalance," adding that "it was felt advisable to reduce the circulation guarantees on some of our magazines."

■ In May, *True Romance* dropped its circulation guarantee from 550,000 to 300,000, and its one-time b&w page cost from $1,399 to $763. A new rate card issued in February kept the guarantee, but increased the page rate to $802.

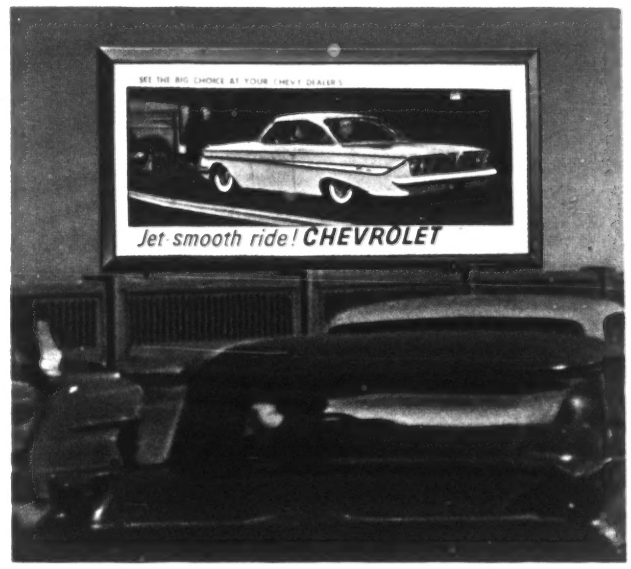
The same pattern was formed by *True Story*, whose guarantee went from 2,500,000 to 2,200,000 last August, when the onetime b&w page rate fell from $7,665 to $6,746. It climbed to $7,084 in February, but the circulation figure stayed pat. *TV-Radio Mirror* had its circulation guarantee reduced from 750,000 to 600,000 and its b&w page cost dropped from $2,131 to $1,705 last May. The guarantee remains the same, but the page rate was boosted to $1,791 in February. ≡

Metcalfe Elected Club Head

Watson B. Metcalfe, exec vp of Kircher, Helton & Collett, has been elected chairman of the Dayton Council of the American Assn. of Advertising Agencies. Other new officers elected include Nicholas S. Sabatino, Hutzler & Sabatino, vice-chairman, and Thomas J. Pritchard, Dancer-Fitzgerald-Sample, secretary-treasurer.



After the fade out... keep selling with the



persistence

of Outdoor!

TV and Outdoor—a smart combination! Work them together in your media mix. TV for demonstration impact. Outdoor for persistence. Outdoor's persistence...its continuity of sell turns your TV idea into a 30-day commercial. Outdoor does this in full color and big size, close to the point of sale.

The reach: 94% of car-owning households.

The frequency: 21 times a month.

You reach more people, more often at less cost in Outdoor than in any other primary medium. Ask an OAI man to show you how a small shift of your media dollars can add the persistence of Outdoor to your marketing plan.

OUTDOOR ADVERTISING INCORPORATED

OAI

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

George I. Long, Jr., President of Ampex Corporation, with a computer installation at Lockheed Missiles & Space Division, Sunnyvale, California.

"Advertising is an essential component in computer growth"

"Businessmen must grasp the benefits offered by a new concept or product before they accept it. Then it can develop rapidly. Take electronic data processing, virtually unheard of a decade ago. Now computers are fast becoming accepted management tools.

"Advertising in leading business publications has been essential to the understanding and acceptance of our magnetic memory systems. Business publications allow us to be highly selective, in both the people and industries we reach and the kind of information we give them. Certainly such advertising is one of our fastest, most economical ways to promote the understanding required for the sale of new concepts and products."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

ANTI RECESSION—*Dodge gives its answer to the recession in this b&w ad which ran in the Detroit News and the Free Press March 29.*

Who'll Bow Out for Education TV? FCC Asks N.Y.,L.A. Stations

WASHINGTON, April 4—The Federal Communications Commission decided last week to give broadcasters a chance to suggest how one of the existing commercial vhf channels in New York and Los Angeles could be made available for non-commercial educational broadcasting.

In announcing the move, the commission pointed out that many other big cities have both commercial and educational tv available, but that these two big cities with over 13% of the nation's population, have seven commercial stations apiece and no educational stations.

"In these circumstances, and recognizing the abundance of resources for educational programming in these cities," the commission stated, "it is urgently desirable in the public interest to inquire into available means by which it could enhance the opportunities providing such services.

"In view of the incalculable benefit" which non-commercial tv service could bring, FCC said it will welcome suggestions by May 1 indicating "the basis on which it would be appropriate to select a channel to be so assigned."

■ The commission said it feels each market should have at least four commercial vhf channels, so that there will be an outlet for each network, and a comparable vhf channel available for at least one independent.

The commission noted that there currently are 54 markets receiving service of educational stations. It pointed out that except for New York, Los Angeles, and Washington, D. C., every market that has four vhf commercial stations also has a channel available for a vhf educational station.

The commission did not make any proposal for Washington, which has four vhf assignments, all in the hands of commercial stations. While a uhf channel has been earmarked for educational use here, the market is saturated with vhf-only sets, and there has been no serious effort to put the educational uhf on the air.

■ Among the markets which already have at least four vhf commercial stations, and an educational station operating on a vhf channel, FCC listed: Alburquerque, Boston, Chicago, Dallas-Fort Worth, Denver, Houston, Miami, Minneapolis-St. Paul, Phoenix, Portland, Ore., St. Louis, Salt Lake City, San Francisco, Seattle-Tacoma, Tulsa, Tampa-St. Petersburg, and Tucson.

FCC's move comes at a time when educators reportedly are bidding for WNTA, Channel 13, a Newark station which uses the Empire State Building antenna. Educators reportedly have offered $4,000,000 but have been outbid by others. The station was purchased by WNTA three years ago for $3,538,000.

Two of New York's seven stations date back to pre-World War II days, and the remaining five were all on the air before the 1950 tv freeze. Three network stations and WPIX, the *Daily News* station, are still in the hands of original owners. WOR-TV has been owned by RKO General since 1952; WNEW-TV by Metropolitan Broadcasting since 1955; and WNTA by its present owners since 1958.

■ All seven of the Los Angeles stations were also on the air before the 1950 freeze. Four of them are in the hands of original owners—NBC; Paramount Television Productions; Times-Mirror Corp.; and American Broadcasting-Paramount Theatres. Two have changed hands once, to CBS and RKO General, both in 1951. One station, KCOP, has changed hands three times, most recently in 1960. Permits are also outstanding for two uhf stations in Los Angeles, but neither is operating.

Commissioner Robert E. Lee dissented from FCC's proposal. #

Illinois Canning Sets New Push

Illinois Canning Co., Hoopeston, Ill., is currentiy conducting a new advertising campaign in four daily newspapers in Seattle and Portland, Ore., for its Joan of Arc canned bean products. Consumers are offered 50¢ for mailing in four labels from the beans. No other media are being used. Grubb Advertising, Champaign, Ill., is the agency.

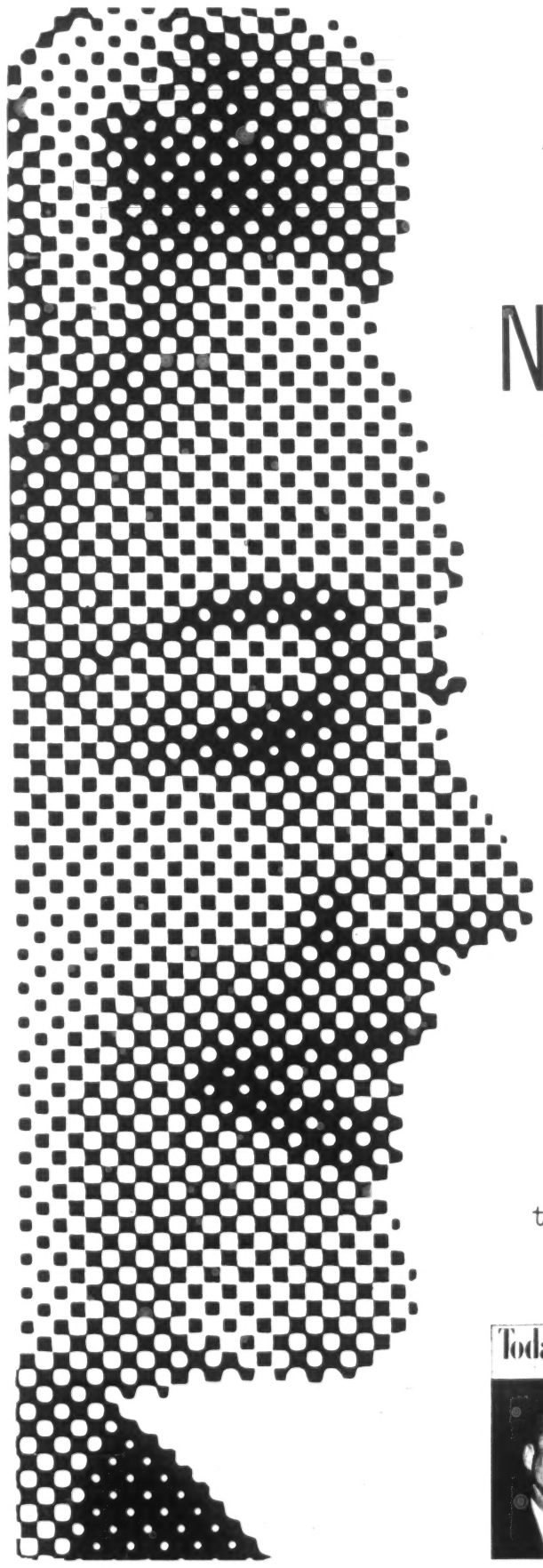
Kelly Joins Stanley

Raymond J. Kelly has joined Stanley Publishing Co., Chicago, as regional manager. Mr. Kelly, who will handle advertising sales for Stanley publications in northern Illinois, Wisconsin, Iowa, Minnesota, Nebraska, and North and South Dakota, was formerly with McGraw-Hill Publishing Co.

Ziff-Davis Appoints Toomey

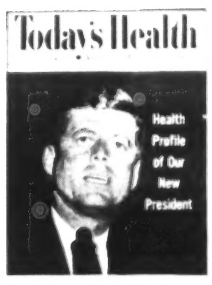
William F. Toomey has been named western advertising manager of *Car and Driver* and *Popular Photography*, Los Angeles, both Ziff-Davis publications. Formerly regional ad manager of American Aviation Publications, Mr. Toomey replaces William Burke, who resigned.

LUBBOCK is 6th
IN TEXAS, DOING A TOTAL VOLUME OF SALES TOTALING $309,772,000 IN A GREAT. . . . . .
WHOLESALE MARKET
As Reported by 11th Fed. Res. Dist.
LUBBOCK AVALANCHE JOURNAL
Lubbock, Texas



An Exciting New Reader Profile That You Never Dreamed Existed

A new image of the TODAY'S HEALTH reader is emerging from a research project, shaped to the expressed needs of media people themselves. Watch this space for a finer screen of details and prepare to be surprised. You'll want to take a longer look at the media opportunities in TODAY'S HEALTH.



Today's Health

PUBLISHED BY THE AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn Street, Chicago 10, Ill. • WHitehall 4-1500
475 Fifth Avenue, New York 17, New York • ORegon 9-9383
Whaley-Simpson Co.
6608 Selma Ave., Los Angeles 28, Calif. • HOllywood 3-7157
700 Montgomery Bldg., San Francisco 11, Calif. • SUtter 1-4583

dealer influence

7

JAMES LEES AND SONS COMPANY

BRIDGEPORT
MONTGOMERY COUNTY
PENNSYLVANIA
BROADWAY 2-2600

March 7, 1961

Mr. Martin A. Battestin
Parade Magazine
285 Madison Avenue
New York 17, N. Y.

Dear Marty:

As you know, Lees "Happy Day" carpet ad, in full-page and full-color, is scheduled to appear in Parade and other Sunday newspaper magazines in almost 300 cities on April 9. I thought you would like to know that dealer acceptance of this promotion has been unprecedented, and that's putting it mildly. Dealer orders for merchandise to back the promotion have set an all-time high for a new fabric introduction. We're using every piece of equipment available to keep up with the demand.

The "Happy Day" carpet promotion has already surpassed the Lasting Star carpet promotion we ran with you some time back, and that's really saying something.

There's no doubt about it Marty, when Lees packages a promotion around an outstanding carpet such as "Happy Day" and advertises it in Sunday Supplement magazines -- spearheaded by Parade -- that carpet is going to sell in tremendous volume.

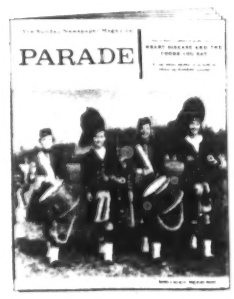
Sincerely yours,

Director of Advertising and Promotion

Carlton R. Asher/bac

. . . those heavenly carpets by *Lees*

spearheaded by Parade



The Sunday magazine section of strong newspapers throughout the nation, reaching 10 million families every week.

Advertising Age

Feature Section

Tyler Names March Toppers

General Merchandise Trend—Weiss

'Overhead' Vague Catchall-Groesbeck

Check Peeled Eye's Free Offer

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Fitting Advertising Into the Social Structure . . .

Admen and Their Neighbors Talk About 'Madison Ave.,' TV Scandals, Advertising's Social Responsibility

In this final article detailing the results of an unusual sociological study of the standing of advertising and advertising people in their own minds and the minds of their non-advertising suburban neighbors, the two groups' general views on the moral and ethical standing of advertising, and of its place in society, are reported. As might be expected, admen are more sensitive to criticisms of advertising, and in a sense more critical of it, than their non-advertising neighbors.

In the first two articles of this series, the attitudes of advertising men and their non-advertising neighbors toward people in advertising and advertising's comparative place in the economy were explored. In this final article, the comparative attitudes are illuminated regarding what advertising is, what *Madison Avenue* means, and what people think about advertising's part in the scandals of 1959-'60.

One of advertising's pet ideas is that people don't understand advertising. In this study—and to repeat, it was carried out in upper-class suburbs of New York, Detroit and Chicago—this isn't the case.

■ When people were asked, "If someone from another country, who didn't know much about it, asked you what advertising is, what would you tell him?"—the answers of advertising men and their non-advertising neighbors were pretty much alike.

The ideas expressed by both groups were quite similar. Advertising is defined as a method of communication between producer and potential customer; it is the method used to bring to the buyer—through media—the products and services of the producer through displaying, describing and acquainting the user with the product; it is salesmanship, printed and spoken, to promote goods or ideas to the public.

Within this framework lay most of the answers—71% of the advertising men, and 75% of the non-advertising neighbors.

■ Advertising men also describe it as an essential part of the economy (17%) and they see it as a motivational technique (in a wholly beneficent sense) to stimulate people to want and buy products (14%).

Some of the neighbors—but fewer than one might suppose, from some of the earlier answers to researchers—also see advertising as motivating people, but in a negative and manipulatory way: creating artificial wants, selling things to people they neither want nor need, etc. This appears in 18% of the non-advertising neighbors' answers.

Madison Ave.: Myth or Menace?

Both groups of respondents were asked whether "Madison Ave." means the same thing to them as the advertising business, or something different.

The indication of the study is that Madison Ave. is definitely connected with advertising in most people's minds, as definitely as Wall St. is linked to banking and finance. And whether one lives in the New York area, or in the midwest, whether one works in advertising or in a completely unrelated field, Madison Ave. means advertising (advertising men, 83%; non-advertising neighbors, 76%). To 24% of the neighbors, and 11% of the advertising people, it means simply a street in New York.

The connotations are varied: About 24% of the neighbors mentioned gray flannel suits and hucksters; about 45% of the advertising people recognize and resent the overtones of the "Madison Ave." phrase—and there was considerable insistence among advertising men that what is wrong in Madison Ave. *exists only in New York and not in other advertising centers.*

■ The reactions are varied, and bitter. Here are some non-advertising quotes:

• "I always hear it outside of New York, in all parts of the country. For instance, at a fund raising luncheon in St. Paul, people referring to us as the 'Madison Ave. boys,' thinking we were working for an advertising agency . . ."

• "To me it represents a lot of my overstimulated neighbors. I happen to resent large noises and loud voices. That's all I think of when I hear that term."

• "Madison Ave., yes, I guess it is the advertising field. It is almost a joke."

• "Actually, I think most folks think of it as being the top echelon, the ultimate. It's the Cadillac of the industry—money and quality."

• "Madison Ave. is now an epithet. It is a derogatory term, I think."

• "To me it's the epitome of advertising—the image the advertising people have created for themselves."

■ And this wide range of reaction is mirrored in the comments of advertising people, which range from wry admiration to acute concern:

• "I think Madison Ave. represents to me everything that's phoney—false claims, overstated product advantages, so-called motivational approaches to advertising."

• "Madison Ave. means a grain of truth, a mountain of imagination, and a world of make-believe."

• "The 'Madison Ave.' tag ignores the hardworking folks who are doing a real job."

■ And the acute regional defensive goes like this:

• "Madison Ave. means that to advertising. New York City thinks nothing good comes from west of the Hudson. People in Chicago resent it, and go on earning a living anyhow."

• "That's pretty well a joke to me . . . I know that some New York agencies are located there, but I don't have much faith in that definition. I think it is superficial, but I don't know anything about it, as I'm far away from New York."

■ And the voice of resentment blended with reason:

• "I think it is a stigma that the agency people have gotten stuck with. First, there are those people who have hypothetical ideas about the business and what it is. Secondly, of course, there are those people who live up to those ideas. Madison Ave. means the fat expense account, the three-hour lunch, the four or five Martinis before lunch . . . Advertising is a business and should be run as such, much like a manufacturer runs his business . . ."

• "There are some awfully flagrant operators on Madison Ave. and there are some conservative businesses on Madison Ave. If they were quite as fast-talking and persuasive as they are portrayed in books, they wouldn't make it. Madison Ave. to anybody in advertising is a kind of sneering name of a street in New York on which all advertising is. It's not quite like Skid Row, but in some people's minds it's not far away. They feel you are making a fast buck, having a Madison Ave. address."

• "Madison Ave. as a term is a greatly misunderstood thing. Madison Ave. doesn't run the world. We simply augment advertising to communicate, sometimes badly, sometimes very well."

• "It's become a cliche, a symbol like Wall St. However, it has come to mean the 'huckster,' which is not the true advertising business at all. I suppose there are some 'hucksters' in this business, but the

Background of the Study

In May of 1960 the firm of Market Psychology Inc. conducted interviews in three specially selected suburbs or exurbs of New York, Detroit, and Chicago. In Westport, Conn., in and about Birmingham, Mich., and in Winnetka and Highland Park on the North Shore of Chicago, advertising agency men and their non-advertising neighbors were interviewed at length in their homes. There were 165 interviews, 95 with a structured projective questionnaire (49 advertising men, 46 non-advertising neighbors), and 70 with a semi-structured qualitative questionnaire (36 advertising men, 34 non-advertising neighbors).

All advertising respondents work for advertising agencies in one of the three large cities near them. Their jobs include practically every function within an agency: vice-presidents and other executives, account executives, creative administration, art and copy directors, office managers, etc. Their non-advertising neighbors included many in executive positions, such as business managers, vice-presidents, assistants to presidents, executive vice-presidents, district and regional sales managers, office managers, together with a wide range of other kinds of non-advertising work, including 1 builder, 1 mason, 1 teacher, 1 lawyer, 1 physicist, 1 engineer, 1 real estate manager, 1 labor relations director, 1 trucker and 1 pilot.

Responses center about three main areas: what advertising men and their non-advertising neighbors think of themselves and of each other as *people;* the first article; how they separately feel about advertising *jobs* versus other kinds of work, the second article; and in today's article, their different opinions concerning the current state of *advertising* in the U.S. today.

majority of the agencies are fair and honest."

Advertising Seen as Necessary

Both groups of respondents were also asked: "Some people say advertising, in general, is a good thing and a necessary part of American business. Others say it is not such a good thing, often unnecessary and wasteful. How do you feel?"

The majority of both groups, the proposition being put this way, feel advertising is an essential part of the economy and is both good and necessary.

■ Advertising men, naturally, feel this more strongly (83%) than do their neighbors (60%).

These points came up in responses: New ideas and products could not be introduced to the consumer without it; advertising raises the standard of living and makes for greater employment; since it provides mass distribution, it is necessary in lowering the price of products and permitting more purchases.

There is considerable mixed feeling, that advertising is both good and bad—good for the reasons mentioned, bad because advertising is wasteful, or because it is not invariably honest, or is stupid, or is insulting to the public. This feeling is held by 17% of the advertising men, and 26% of the non-advertising neighbors.

Some of the neighbors (14%) feel advertising is good only for the economy of the advertising business, and not for the economy of the country.

■ There is a consistent group of non-advertising people, about 15%, who have a wholly negative outlook toward advertising. They would be least inclined to recommend advertising to their nephews, they would oppose it if their nephews wanted to enter the field, they consider it manipulatory, they think the people in it are vulgar, loud-mouthed, crackpots, or the like.

Admen Sensitive to Scandals

The reactions of advertising people to the stories about misleading advertising, deception, and misrepresentation are *far stronger* than those of their non-advertising neighbors.

■ Advertising people, based on this survey, take their business very seriously, and they are concerned that it be seen by others as a business-like business, run by competent specialists.

An initial reaction was to be glad that some people and some companies involved finally got caught; that the miscreants "had it coming" to them.

■ Advertising people tend to feel that misrepresentation, and "misleading pitches" are the wrong approach, that there is no excuse, and that honesty and stating facts are all that is needed to sell a good product.

They tend to feel that self-regulation on the part of the advertising industry will be a long time coming.

■ Some advertising respondents report that within their own agency, this kind of presentation is not countenanced, and that their agency would either have resigned the accounts or made all possible efforts to avoid the practices under criticism.

These general ideas are expressed by 60% of the advertising people, who deplore the fact that such instances are part of their business.

■ Another large bloc, about 29%, considers dishonest advertising equally abhorrent, but feels as well that the bulk of cases selected for criticism were hardly examples of dishonesty—that the cases were blown up out of proportion to the fault committed, that the examples are largely a matter of poor taste, and that too much of a fuss is being made. A group of 23% feels that even if the charges are proved, the cases involve only a fraction of the advertising business, and that the entire business is stigmatized for the faults of a few. This group asks why no publicity is given to the profound, productive and educational advertising which appears.

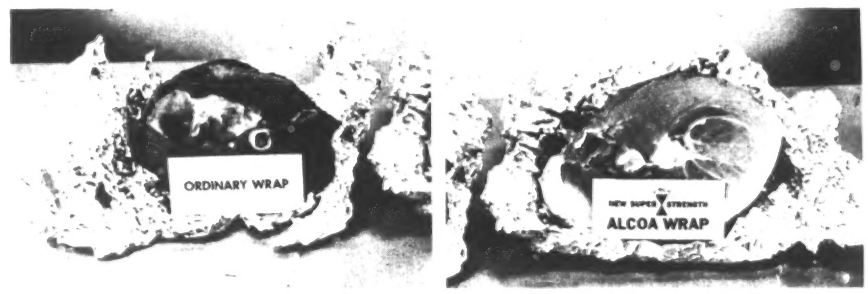
A smaller group of 14% considers that advertising is the victim of a witch-hunt; that the whole issue is a political football; that advertising is a target for "gutter-snipe" writers and editors.

DISPARAGING—*These shots from a Schick safety razor commercial showed a Schick razor gliding safely over a boxing glove, while another razor cut the leather. In March, 1960, the FTC charged this commercial disparaged competing razors and did not duplicate any conditions of actual use. The case was settled with a consent decree in September, 1960.*

The neighbors are more detached, neither so vocal nor so intense. They seem in general to be able to believe the charges and not to be shocked that some misrepresentation works its way into some advertising. They take the position that intelligent people could hardly be expected to believe all the claims that are made for all products.

In fact, it might fairly be said that non-advertising people were nowhere nearly so perturbed about the advertising scandals as were advertising people. Just as they have a considerably less exalted view of advertising and its practitioners (as we have seen), so they seem to have a less lamentable view of its faults. The breast-beating is confined to advertising people.

■ The agencies and advertisers are blamed by nearly half the advertising people. They see the combination as guilty, a misguided alliance between clients who want more volume and agencies which want more money. Or they see an agency grasping for a new approach, and convincing a client, or a client forcing an approach on the agency. In any event, 49% of the advertising people believe guilt is shared by advertiser and agency.



FOILED—*The FTC also objected to this Alcoa tv commercial which shows two hams, side by side. One labeled ordinary wrap is dried out and the foil torn. The other, super-strength Alcoa Wrap, is fresh and the foil torn. The FTC claimed that the hams were not wrapped and unwrapped the same number of times and that the ordinary wrap was deliberately torn and severely wrinkled, while the Alcoa product was not subjected to such abuse. Consent order settled this case in March 1961.*

There is, however, a hard core of people in the study who regard advertising as little short of wicked. This core appears repeatedly in the questions which follow, and seems to range from 12 to 15% for this sample.

■ The neighbors also remark that too much has been made of too little, and that it was largely a matter of over-selling rather than misrepresentation. Some felt—and this is the vindictive 12%—that they were glad the advertisers were caught, that all advertising is in poor taste, and that the publicity simply confirmed their opinions of advertising. A group of equal size reported it would be more skeptical about all products, and more cautious than before. Respondents told interviewers they felt that the bulk of advertisers and agencies were suffering for the abuses of a few highly unethical ones.

Who Is to Blame?

More than half the non-advertising people feel the *advertiser* is to blame. The advertising people, perhaps more knowledgeable of the intricacies of these relationships, are inclined to blame *both client and agency.*

■ Some 23% of the advertising people, and 52% of the non-advertising people, place the blame on the advertiser. Both groups do so for the same reason: It is, after all, his money, and he has the final approval of what is to be said about his product.

Another large bloc of neighbors, 30%, blames the agencies, on the ground that they are the people who think up the approaches, and the clients accept them.

About 9% of the advertising people show some evidence of blaming television—the medium itself. This is partially evidenced by incidental comment. The feeling seems to be that television hasn't established a strict enough code of ethics, that television operators have the ultimate approval of what goes over their facilities. Another opinion seems to be that television—with its unique advantages of sight, sound and motion—tends to encourage the "pitch."

■ In some instances, in a misty way, the government was blamed—the feeling apparently being that if the administrators in Washington were alert, none of this need to have happened. Non-advertising people said the public is to blame—since if it is gullible and doesn't verify circumstances, it deserves to be taken in.

On the whole, both advertising people and their neighbors think the same sort of thing goes on in other businesses. The neighbors mention doctors and medicine in this regard. A solid core—the incorrigible 12%—considers the problem peculiar to advertising, and says advertising agencies will do anything for money. Advertising people are virtually unanimous in their opinion that the same things go on in other fields: their examples ranged from manufacturers of poor products through politicians, salesmen, teachers, sports, doctors, etc. They say all fields have an unethical fringe; it is merely more obvious in advertising.

Significantly, most of the respondents

Robert Kintner R. Hurleigh F. Stanton

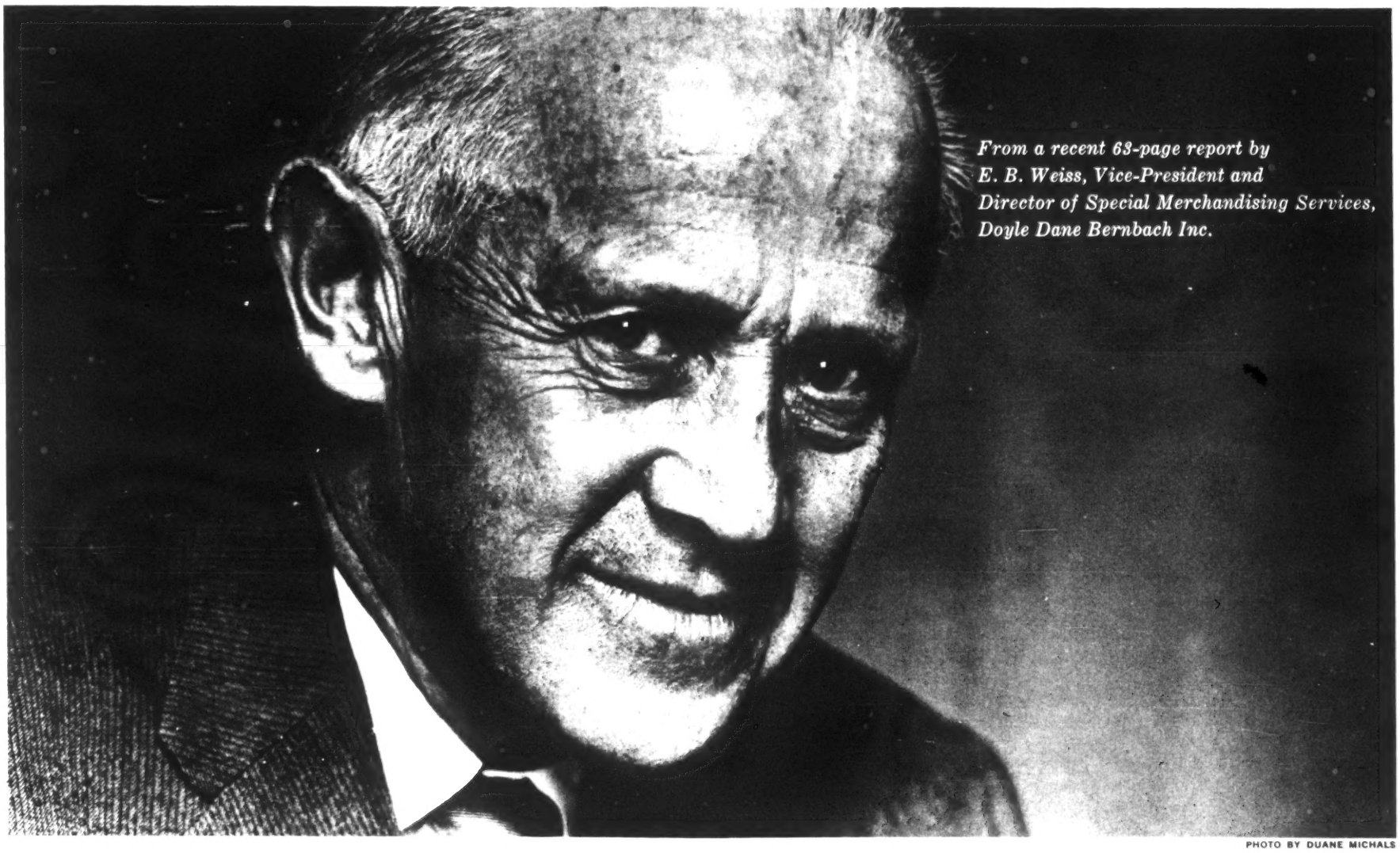
ACROSS THE TABLE—*This picture was taken at a 1959 get-together of the Federal Trade Commission and top brass of radio-tv industry. Over the conference table FTC Chairman Earl Kintner urged broadcast leaders to devise a "plan without loopholes" to clean up radio and tv ads. Across from Earl Kintner were Robert Kintner, NBC president; Robert F. Hurleigh, Mutual president, and Frank Stanton, CBS president.*

The New Era of the Sophisticated Shopper

"Shopper sophistication is, today, not merely marching ahead—it is **leaping** ahead. Marketing men will be hard pressed to match shopper sophistication with sophisticated marketing programs — even if they are fully aware of this remarkable change in our society . . .

"Even in our present-day era of high income for masses of people, by far the lion's share of discretionary dollars is in the hands of the smaller number of our families. These families are the very ones whose members are rapidly becoming increasingly sophisticated shoppers. The planning of too many marketing men shows an unawareness of this fundamental . . .

"It has been postulated that the **'high mobiles'** are the pace-setters in the acceptance of new products, new services, new ideas, new habits, new status symbols. The 'high mobile' is another term for the **sophisticated** discretionary shopper who is the most mobile of our total population."



From a recent 63-page report by E. B. Weiss, Vice-President and Director of Special Merchandising Services, Doyle Dane Bernbach Inc.

PHOTO BY DUANE MICHALS

Of the magazines which reach the sophisticated shopper today, the one which seems to have the most contemporary appeal is SPORTS ILLUSTRATED.

Sport is the new sophistication. It is now the thing for the whole family to ski, sail, golf, curl, be in the know about a dozen sports. With the new national administration setting the pace, it is almost a prerequisite of success today to have had an active background of participation in not one, but several sports.

Which is why SPORTS ILLUSTRATED seems to be attracting the sophisticated kind of reader, and that kind of reader seems to be gravitating to SPORTS ILLUSTRATED. Circulation is now above 950,000 copies weekly. The median household income is $10,835 (one of the highest of all magazines); the median age of the household head, 42 (one of the lowest). Because of its sophisticated treatment of the mid-century's liveliest subject, advertising for any contemporary product or service should be appearing regularly in SPORTS ILLUSTRATED. (In fact, only 4 magazines now carry more pages of consumer advertising than does SI.)

Sports Illustrated

CONSULTATION—*In November, 1959, Martin Revson (right), former exec vp of Revlon, was shown huddling with Carl Erbe, pr consultant, at the congressional hearings probe of tv quiz show riggings. Investigators claimed that the Revlon-sponsored quiz "$64,000 Question" was rigged, but Mr. Revson denied charges that he knew the show Revlon sponsored had been rigged.*

—advertising or non-advertising—say the scandals have not changed their attitudes toward advertising. Or, put another way, the people who believed in advertising still believe in it, and those who disliked it were reinforced in their dour opinion. The preponderant weight of opinion in both groups seemed to be generally fair toward the business and its practitioners.

There was practically no evidence of *personal* relationships altered by the scandals. About half the advertising people report no change of any kind. Another quarter have taken a certain amount of jocose criticism on the subject. Some are quite concerned: "You don't like to be ridiculed about someone else's lack of judgment"; "People don't remember the good presentations, only those they can make a laughing stock of"; "It increased my neighbors' disrespect of the business"; "It helped the neighbors think of it as a borderline, dishonest business—a get-rich-quick business."

■ Others reflect a more casual feeling: "Good natured kidding"; "Provided the neighbors with something to have fun with"; "You get a horrid remark from time to time from a casual group, but otherwise, no."

Finally, many advertising men reported no effect. One, who said the scandals "made me sick to my stomach," added: "If I lost friends by it, I am not aware of it." "No effect," reported another, "my relations both in and out of business seem to be favorable." "I wasn't affected one bit," commented another, adding that "I think people in the creative end of the business are less criticized. I think the public feels we are more or less obliged to do what the advertisers want us to." One final, and somewhat complacent comment: "I don't feel guilty, so comments don't affect me."

What Will Happen as a Result?

The prevailing attitude of both the advertising people and the non-advertising neighbors is succinct: *nothing.*

They believe the mess will be forgotten.

They say repeatedly that "it will blow over."

■ They express the view that reforms will be a long time coming, and only the advertising people seem to think that self-regulation is likely to be a factor. However, the view emerges from both advertising and non-advertising people that some improvement in advertising is likely as a result.

Non-advertising people tend to look for a more intelligent public, which will reject poor taste in advertising, and non-advertising people seem to have more faith in government regulation. Actually, only a minor percentage of non-advertising people mention government regulation, and no advertising people.

■ Specifically, 39% of the non-advertising people think the whole thing will be forgotten, will simply blow over.

Another 15% expect agencies to be more careful, and they think they are capable of cleaning up their own business.

Another 12% looks for a general improvement in advertising.

Two smaller blocs of 9% each look for a more intelligent public and for government regulation.

■ The advertising people begin from roughly the same premise: 31% feel that nothing will come of the misrepresentation scandals, some noting that nothing was found that was basically wrong.

Another 29% feels that less poor taste may be evident, and that the atmosphere "in the industry" will improve.

A bloc of 17% looks for a code of ethics, probably through the auspices of the American Assn. of Advertising Agencies or the Assn. of National Advertisers. Perhaps, they say, a professional board of ethics might be established to police the industry and deal with opportunists.

■ Both groups seem to find it hard to believe that reform will be long-lasting. Some people have faith in the fact that "the consumer is the ultimate boss"; others suggest skeptically that "misrepresentation will continue," or that "they'll reform and gradually sneak back into their bad habits."

Advertising and the TV Scandals

The major fact emerging from this portion of the study is that when the two groups of respondents were asked about rigged quiz shows, payola, etc., advertising men turned out to be *far more concerned* than their neighbors.

The non-advertising neighbors seemed to be relatively detached. Their responses might be summarized like this. Three even blocs feel:

• 1. Payola exists in many forms and in many industries, and while general disapproval is expressed, they feel the whole thing has been magnified, and that it represents part of the moral fibre (or lack of it) of the country and of business.

• 2. The scandals shocked and disgusted them, and they feel the scandals symbolize a way of life, that there is too much dishonesty in the country, and that this is repugnant, and helps to lower the country's morals.

• 3. The third group was not surprised; they felt the rigging was obvious, and they weren't surprised at what happened, since they had suspected it. Some felt disappointed when their suspicions were confirmed, while others felt it was simply entertainment.

■ Among advertising men, on the other hand:

• 1. The largest bloc, 40%, expressed disapproval ranging from disappointment and embarrassment to disgust with participating sponsors, agencies and producers. The distaste is tinged with professional disbelief—"I hate to see anyone connected with communications turn out to be a crook."

• 2. A large bloc, 31%, takes a more aloof view—that graft and crookedness are as old as human nature. While there is disapproval, the position is that—like it or not—dishonesty didn't begin with the tv scandals. Respondents felt that an investigation of any business, including politics and the military, would turn up evidence of kick-backs, graft, under-the-table money, and so on. It was pointed out that payola in the print medium, particularly to columnists, had been going on a long time.

• 3. A sizable group, 23%, wasn't surprised, either because they assumed the shows were rigged, or the facts were well known in the business. Payola is a part of the business in other forms and in places other than tv, they point out.

• 4. Smaller blocs fragment the answers: 11% feels that the scandals were vastly exaggerated; 9% feels the television medium is at fault, and that it didn't have a code of ethics; and 9% was candidly sorry to see the quiz shows "caught," since it took the fun out of them, and that they had been a good form of entertainment.

Who Was At Fault?

Assessing the blame for the television scandals is apparently more simple for the non-advertising people than for the advertising people. Possibly this is because the more one knows about a situation, the less sure one is apt to be about a simple cause or cure.

■ At any rate, non-advertising people tend to blame the sponsor. Nearly half—48%—feel the advertiser is at fault, with some feeling that agencies would have to share the blame because they knew the situation and condoned it.

The second largest bloc—27%—blames the networks, particularly where payola is concerned, and to a considerable extent for the quiz show debacle, particularly because they let control of the shows get out of their hands.

A smaller group—15%—feels that "everyone" involved is responsible—including those who received the payola.

■ Advertising people took a somewhat different stance.

In the first place, the largest single group—40%—believes "everyone" connected with the scandal is to blame; this includes advertisers, agencies, networks, producers, and the government.

The second largest group, 20%, blames the advertisers, on the theory that they want ratings, they approve all action, the pressure for good shows makes them do it, they'd have to be pretty dumb not to know what went on, and they're not dumb.

■ Another 11% blame the producers, the people who owned the packages. And 17% feel that both the record companies and the disc jockeys are responsible for payola.

What Will Happen?

Again, the prevailing opinion is that the problem will be forgotten. Nothing will happen—it will "blow over."

About 39% of the non-advertising people, and 29% of the advertising people express this view.

In this instance, as in misrepresentation, the advertising people seem more hopeful about self-regulation, and 20% of them believe the industry will solve its own problem. Another 11% looks for some self-policing, but no government control, while 9% looks for some government control. And 20% feel the quiz shows are dead.

■ Non-advertising people take several minor views: 15% feel the industry will clean itself up and establish rigid controls; another 15% thinks the industry has already cleaned up; and still another 15% feels there may have to be more government control and regulation. And 12% feel that the quiz shows are dead—but that the records continue.

Summary

It seems clear that the impact of the publicity about misleading advertising, misrepresentation and poor taste in advertising has affected advertising people far more than non-advertising people, who seem to take the whole matter fairly casually.

■ The advertiser tends to be the villain, so far as misrepresentation and even the quiz scandals and payola are concerned. Sometimes the agency is blamed equally, particularly by advertising (in this case, agency) people. The advertising people tend to think that the publicity is overmagnified. Non-advertising people seem resigned to the fact that misrepresentation is "built in"; that it is the nature of the business.

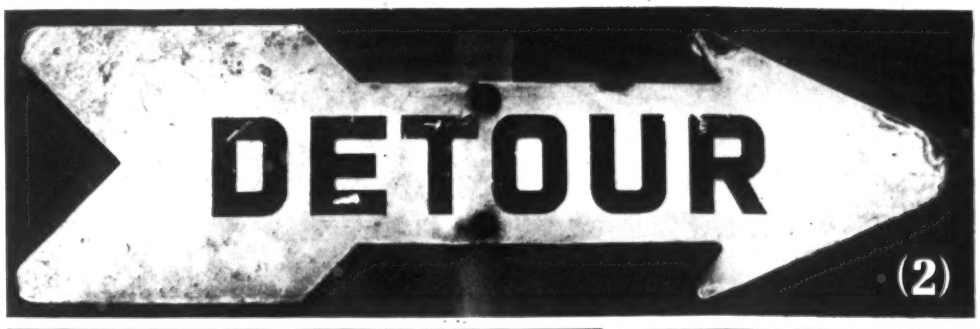
There appears to be a hard core, of from 12% to 15%, among non-advertising people who are consistently and wholly negative toward advertising and advertising people, and the misrepresentation and quiz scandals merely confirmed or intensified that bias.

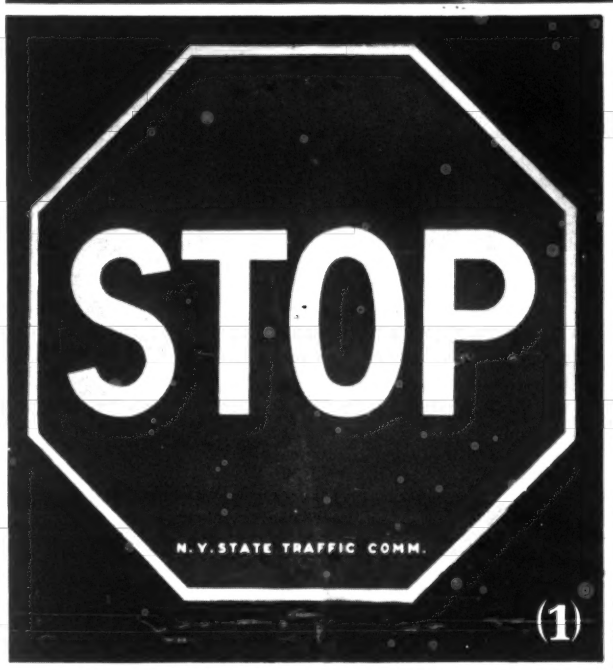
■ Neither advertising men nor their non-advertising neighbors seem to have changed their attitudes toward advertising because of the publicity and scandals. Also, most advertising people had no personal relationship difficulties arising from the scandals, although nearly a quarter reported some jocular criticism, increased disrespect, etc.

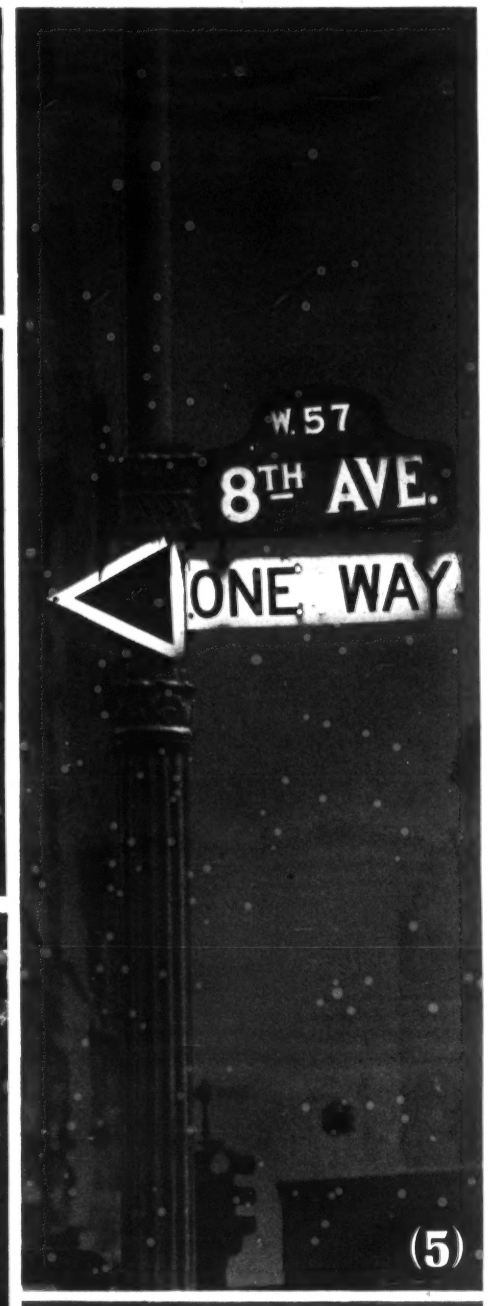
Neither the advertising men nor their neighbors expect much to happen as a result of the publicity. The advertising men mention self-regulation, and about 27% of the non-advertising people look for some improvement in advertising.

■ The function of advertising seems to be equally understood by both groups, and they seem to feel it is essentially both good and necessary—although the advertising men feel this more strongly than their neighbors.

In this final section, where the judgment of both groups is posed against more abstract ideas than in the first two articles, it is remarkable how close the two panels are. Frequently the *order* or *proportions* of the answers are different but the same general ideas are expressed by both groups, and often in virtually the same words. #

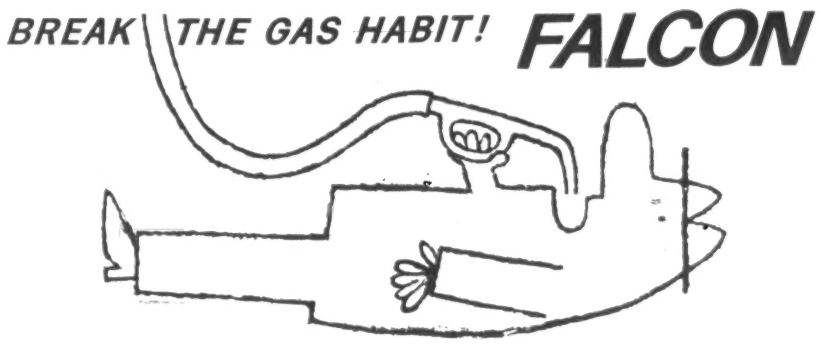






Important messages are carried by these familiar signs: (1) some check your motion (2) others change your direction (3) some tell you where to go (4) and not...(5) some inform... (6) urge...(7) irritate...(8) excite...(9) confuse...(10) challenge... (11) but one sign among all of those seen millions of times says in a glance: believe and buy. They all tell. This one sells.

Tyler Picks Ten for March . . .



Falcon

Precise Creative Mix Needed as Happy Medium in Ads

By William D. Tyler

There are two extreme and opposite trends today that need to get together. The one that's showing greater progress is what might be called "loo e" advertising. This is advertising that does everything but stand on its head to attract attention —often at the expense of putting the spotlight on the product's best selling point.

William D. Tyler

The other is "tight" advertising. This is advertising meticulously constructed to meet a carefully worked-out marketing strategy. The trouble with such advertising, when there *is* trouble with it, is that the carpenter work tends to show. As a result, it often just lays there, dead right in direction and purpose, but talking solely to itself.

Generally speaking, "loose" advertising is employed more by small advertisers, "tight" advertising by big ones. Quite naturally. The man with only a little money to spend feels his number-one job is to be heard. Even though he may not get over the perfect selling story, he at least gets his name known. The big advertiser reasons otherwise. He looks for impact from frequency and repetition, rather than from brilliance of execution. This, he feels, leaves him free to concentrate on telling people what he wants them to hear, while his opposite number strives primarily for engagement and attention.

Neither is wrong, but neither is right. The answer lies somewhere in between. Just where, is the most exacting job facing the creative man today. It calls for the most precise mix of judgment with instinct, experience with intuition.

Ford Falcon

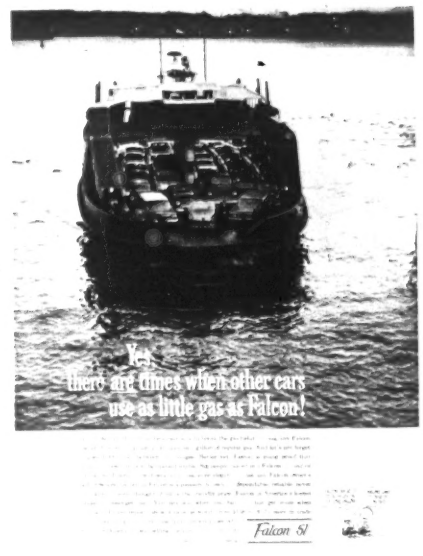
This advertising continues to be friendly, easy going and light-hearted. Whether this is because the car is selling and the heat is off, or whether it has caused the Falcon to move, we are not privy. Whichever, the advertising is fun. Here, the headline and picture work together to spell out low gas consumption in a fresh and original way. So does the "Peanuts" balloon copy below: "Falcon can go up to 30 miles on just *one* gallon." Which causes his friend to muse: "Imagine what it could do on *two!*" Outdoor posters are in the same mood, as the sample here illustrates only too clearly. Thompson's Gordon Bushell is the copywriter, Bill Buckley the art director.

Mars Milky Way

Mars has been running a series of car card that do a splendid job of making one point—there's a lot of good old milk in a Milky Way. Whether or not a nutritional appeal is the best way to sell a candy bar, this ad does a wonderful job of doing just that. Read Donald Dickens' copy and see for yourself. Idea was his and art director Frank Johnson's of Needham, Louis & Brorby.

Baker's Coconut

The party-candy idea that Tony Carillo of Young & Rubicam's art department came up with as a "cut-up cake idea" for a Baker's booklet, formed the basis for a spectacular ad. The cake-and-coconut beast made a striking picture under Sally Guthrie's headline: "I never saw a dandy lion . . . until Baker's Coconut." Copy told how to make it, with rebus-like illustrations. Ad was a real stopper. Fine artwork was Arnold Rosenberg's for Sylvia Brofos' layout.



Falcon

Evan-Picone

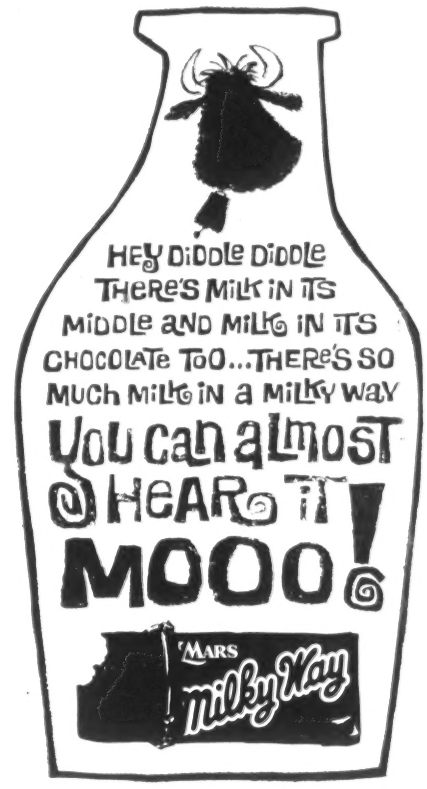
Here is the definitive ad on women's slacks. It has style. It is informative. And there is not the slightest doubt of what the ad is all about. It features a headline that gets a head nod from every woman (and quite a few men). The copy tells why these slacks don't droop in the seat, don't bunch at the hips, aren't too tight, and don't have skinny legs. Ends up, "Alas, some women will never look good in slacks, not even ours. Why not give up gracefully? Culottes are a good idea . . . Evan-Picone makes them, too." Rita Selden of Papert, Lois and Koenig wrote it, and George Lois made the layout.

Hartmann Luggage

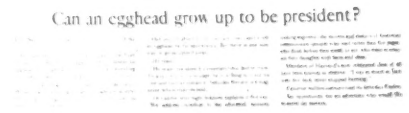
For years, luggage ads have been screaming of their weightlessness, but none ever got through to me until now. The two scales in this Hartmann ad each do a separate selling job. One tells you how much the bag will carry; the other tells you how little the bag weighs. And, if the photograph doesn't convince you of the capacity of this case, Bob Levenson's copy painstakingly details it with a list of contents. Doyle Dane Bernbach's Bert Steinhauser made the fine layout.

Saturday Review of Literature

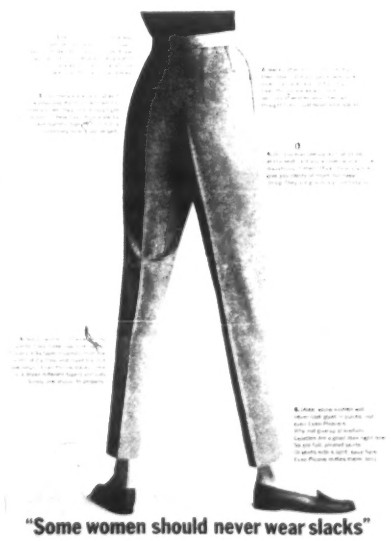
Here is an ad that turns the recent election into a victory for the *Saturday Review*, a neat trick by Bob Pasch of Kenyon & Eckhardt who wrote: "Can an egghead grow up to be president?" He reasons as follows: "An egghead is a thinking adult. Since you are reading this, you may well be one yourself. We at *Saturday Review* say, take heart, eggheads are in style. Show your intelligence openly. An egghead reads to learn. Members of Harvard's class of '40 say: 'I was as smart as Jack—but Jack never stopped learning.'



Mars

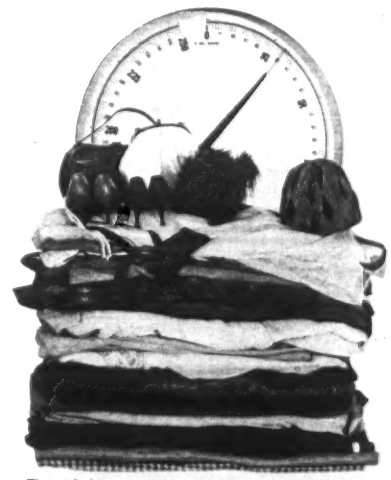


Saturday Review



Evan-Picone

Baker's



Hartmann

Copyright Fawcett Publications, Inc., 1961

cut to a pattern that's

livable

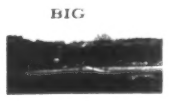
What in a magazine prompts a woman to respond, to act, to *buy*? Decor of the Taj Mahal? Gourmet foods of Thailand Royalty? Stuff to dream on, sure. Usable and action-provoking? Doubtful. A woman's service magazine begins to motivate when its editorial pages honestly face up to a woman's day-to-day problems, limitations, needs. Action starts when a magazine's ideas are practical and obtainable. This simply, is the force of *editorial realism*. And this clearly is the unique quality of Woman's Day. Everything in Woman's Day from fashion to food to family activities moves the reader *confidently* into action. ❦ Successful Idea? ❦ CIRCULATION: Woman's Day circulation spiraled from 2,700,000 in '58 to the current 5,000,000. All single copy sales, too. Biggest circulation gain among *all* major magazines! ❦ REVENUE: In this same period ad revenue *doubled*. ❦ READERSHIP: Woman's Day 4-color ad readership tops all major magazines. ❦ RESPONSE: Over *11 million* reader responses since Woman's Day started in '37. ❦ Isn't this the *action* you're looking for? It happens every month in Woman's Day.

Woman's Day

The force of Realism in the woman's service field

Photography: JACK BREED

BIG COLOR



Of all the ways you can stop people, none is so eye-trapping as a lifelike, giant color photograph.

How big? As big as a barn door if you like!

Use BIG COLOR in the market place, at a trade show, in a lobby —wherever you want people to look and not forget.

To see creative uses by others, write for our new BIG COLOR booklet. Yours for the asking. The photography alone is worth a stamp.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak
TRADEMARK

Campbell's

A quarter-million learners read *Saturday Review.*" Bud Hemmick made the arresting layout.

Campbell's Soup

This is possibly the best single ad idea yet for soup. (As a member of the copywriter's union, I deplore it. You don't even have to know how to read to get the message.) This spread will be torn out and referred to for months to come by housewives sick and tired of dreaming up menus for that least rewarding meal the family sandwich lunch. In this one ad, she has it made. And every time she looks at it, she is reminded again of the variety of Campbell's soups, how they look, and what they go with. Top that one if you can. Jean Wade Rindlaub of BBDO, whose idea it was! Layout by Robert Ballantyne.

Washington Art School

an ad is, "Be your own art teacher." Listen to the Lorelei croon in the subhead: "New art course develops your hidden talent right at home under successful artists for only 20¢ a day." Joe Geyer, Schwab, Beatty & Porter, was the art director. Written under the direction of copy chief George Violante, who died last month, rest his soul.

Elizabeth Arden

Whether this is a great cosmetic ad or just an ingenious one, is beside the point. The appeal in the headline is certainly provocative. The illustration plays beautifully to the headline. The idea of putting a jar of *Crème Extraordinaire* ($27.50) on a silver tray alongside a sterling spoon to illustrate, "Don't let your skin go to bed hungry tonight," was copywriter Jane Ogle's idea, of Hockaday Associates. Layout by Michael de Leo. ≠

DON'T LOOK IF YOU
CAN'T STAND THE SIGHT
OF COURAGE

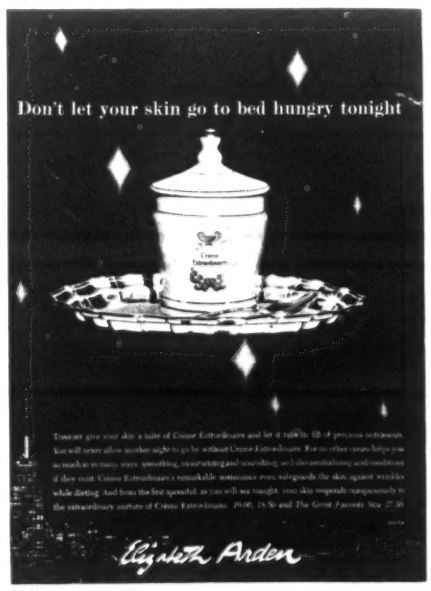
Easter Seals

Easter Seal Fund

There are two ways of extracting money from people for charitable causes. You can appeal to the heart, as Bruce Barton did years ago for the Salvation Army, with, "A man may be down but he's never out." Or you can appeal to the conscience, as the ad by Burnett's Carl Hixon does for Easter Seals. "Don't look if you can't stand the sight of courage," has an emotional wallop that tries to belt the dough out of you. Copy pulls no punches, either: "Therapy can hurt, but she's game. She's got the guts if you've got the cash. Put your money where your heart is." Rough and tough. Good layout by Don Marrs.

Washington School of Art

A fine piece of mail order copy is a gem of rare price. It is exquisitely made; it articulates beautifully; it runs the whole scale of appeals, from emotional to practical, until your defenses are laid bare. Then it deftly and painlessly extracts the money from your pulsating wallet. Such



Elizabeth Arden

Tips for the Production Man . . .

Are Standard Second Colors Really Standard?

By Kenneth B. Butler

Five or six years ago the business paper press sensibly adopted standard second colors, so that an ad campaign appearing in a group of publications would end up looking uniform. The adoption of selected colors followed a comprehensive study made by a group representing both advertisers and the business press.

The adopted colors were identifiable as to the pigments used and all ink manufacturers placed in a position to supply the precise ink formulas called for, in order to insure uniformity.

It is now time to take a look to see how this is working out.

I have before me tear sheets of a specific ad which we placed in four publications. The instructions called for standard red and black.

The first tear sheet shows the second color as a blazing fire engine red. The second tear sheet shows the color an orangy tomato red. The third tear sheet is in a hot red, and the fourth one a cerise which probably is actually four-color process red.

* * *

I have also another ad scheduled to be run in standard yellow with black. The shades of yellow are miles apart. There are other examples, not quite so flagrant.

What has happened to the standard second color formula?

We know that different publications encounter varying problems. The amount or flow of ink has to be regulated, we are aware, to conform to the average requirements of a series of color plates appearing in a row in a press form. Too much ink resulting from printing solids can darken or fill in the tones of a fine screen.

The quality and weight of print paper used also logically has a bearing on the purity of the finished result. But neither of these can explain the variations which I have described.

In the case of one of the yellow ads I suspect that the yellow used is not a standard yellow at all, but rather a special matched yellow which featured another advertisement that ran in the same color form. If queried by the publisher, unquestionably in this case we would have approved the change in shade of color used.

* * *

This column would like to hear from other advertisers as to their experience, favorable or unfavorable, in the matter of results experienced in the use of so-called standard second colors.

In some cases no harm is done. In other cases, the result is totally frustrating. If in actual practice it is not practical to expect a uniform result, then the whole pretense should be abandoned and each user of color take potluck or pay the extra price for matched colors. ≠

On the Merchandising Front . . .

The Coming 'General Merchandise' Era

By E. B. Weiss

We've been hearing for some years now about the "one-stop" outlet. Actually, few so-called "one-stop" outlets offer anything remotely resembling genuine one-stop shopping facilities. Certainly the food super's concept of a one-stop outlet has, to date, stopped far short of a true one-stop outlet—barely a start toward a one-stop inventory can be made in even 50,000 square feet and few food super units today are that large.

E. B. Weiss

This is equally true of the variety chain and of the drug chain. Here, too, store units of 50,000 square feet are still a small percentage of their total outlets.

Even the various types of discount chains—closed-door mill, traditional,—with their multiplying store units averaging 100,000 square feet, are not true one-stop outlets. Perhaps 50 years ago, when living standards were quite lower, a 100,000 square foot store might have been sufficient to provide a genuine one-stop shopping inventory—but the living requirements of this affluent age have changed all that.

■ Today, a true one-stop shopping outlet probably requires a minimum of 250,000 to 300,000 square feet. Even our traditional department stores do not boast of very many store units (including their branches) of this size. Neither can Sears, Ward's or Penney's. (Also, few of these outlets sell food—and without food, a true one-stop facility just doesn't exist.)

What is more, as our living standards continue to rise, inventory requirements of retailers must of necessity rise in ratio—and this means that the true one-stop store must spread itself out over still more thousands of square feet.

However, what has been developing in retailing has been an accelerating trend toward general merchandise store units. And the conception of "general merchandise" itself, has been broadening each year.

■ Interestingly, this same trend is very much in evidence in manufacturing, also. For example, the former General Shoe Co.—Genesco—absorbed over the last year or two, large companies making lingerie and foundation garments. This is clearly part of a general merchandise program. And, of course, this Genesco example could be multiplied by scores of examples; the financial pages report these developments weekly.

In retailing, a recent example involved a preliminary agreement under which Stop and Shop Inc., the food super chain, will acquire Bradless Inc., which operates six self-service department stores, and Youth Center Stores Inc., which operates children's wear stores. In the retail area, this Stop and Shop example could also be multiplied by scores of examples—the trend toward general merchandise set-ups in retailing is stronger than it is in manufacturing.

In any event, it is quite clear that we are heading toward both general merchandise retailing and general merchandise manufacturing on a scale that dwarfs previous one-stop concepts. In retailing, this promises to bring about retail or-

ganizations fully able to satisfy the shopping requirements of enough shoppers to qualify as genuine one-stop retailing. In manufacturing, this trend promises to bring about more organizations with a more diversified production than ever before.

■ As part of this broad trend, I think we will see such developments as the following:

1. Food will become part of the inventory of more, and still more, general merchandise outlets. For some years I have been forecasting this development. My prediction has been premised on the very simple fact that food produces more retail traffic than all other retail promotions combined. This is one reason some general merchandise retailers are buying into food chains; it is also the reason some food chains, like Stop and Shop, are buying into general merchandise chains. I think the time must come when not only will more department stores, variety stores, drug stores include a food department —but I believe that Sears, Ward's and Penney's will also ultimately get into food!

2. The trend toward acquisition of general merchandise outlets will enable some large retailers to open a highway retailing complex that will be, in effect, a highway shopping center with all, or most of the stores, controlled by a single retailer. This may become the department store of the future—a group of stores under single ownership, in a single location. An example: Korvette, the big discount chain, is planning a huge "Korvette City" near Trenton, N. J. In this center, Korvette will have three of its own stores—department store, furniture store, food super, for a total of 300,000 square feet.

3. Just as the trend toward giantism among manufacturers compelled retailers to move in precisely the same direction—so will the trend toward general merchandise concepts among *retailers* propel *manufacturers* to move in precisely the same direction. However, among manufacturers I assume this trend will, for a considerable time at least, limit itself to diversification within the confines of one or several broad merchandise classifications—thus I assume Genesco, having been in footwear, will be inclined to remain within the broad ready-to-wear categories.

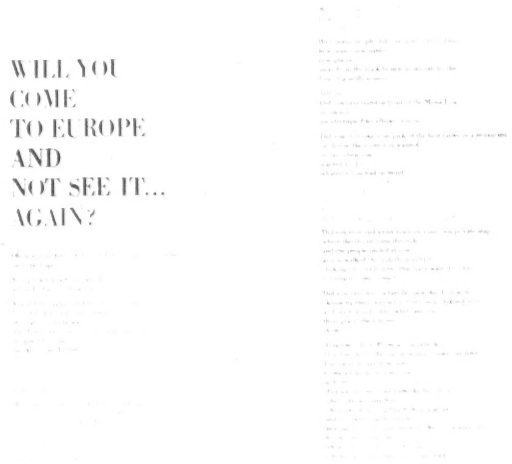
4. Ultimately, this trend toward the general merchandise concept by retailers on a grand scale and by manufacturers on a somewhat narrower scale, may very well lead not only to more manufacturing by retailers, but also to more control of retail outlets by manufacturers. Right now, we find several large manufacturers of ready-to-wear experimenting with retail outlets.

5. These twin trends toward an era of general merchandise promise to bring about particularly big changes in the entire soft goods field. That includes ready-to-wear and the whole spectrum of fashion merchandise. It isn't generally comprehended that giant-size organizations are emerging in the fashion industries—from mills to ready-to-wear manufacturing. A few years ago, a ready-to-wear manufacturer with annual volume of $50,000,000 was unknown—today we have several in this size category and, within a few years, there will be $100,000,000 ready-to-wear manufacturers. (Giantism in the fashion industries will tend to tame Dame Fashion—giant manufacturers do not favor whimsies!) The retail outlets for soft goods are changing with extreme rapidity—and this pace of change will be accelerated by the present trend toward general merchandise retail organizations because these general merchandise organizations will lean heavily on soft goods.

■ Over the last several years in this column I have touched on these general merchandise developments in comments on the holding company era in retailing, the mix-match trend in retailing, the giantism trend in retailing, the trend toward non-merchandise income in retailing, the trend toward food in non-food outlets, etc. All of these trends appear now to be coming to a head in the shape and form of an era of general merchandise retailing and an accompanying trend by manufacturers toward a general merchandise philosophy. ≠

The Creative Man's Corner . . .

Tantalizing and Provocative



Despite all efforts of young President Kennedy to build stature for the "disturbed dollar" by encouraging travel in America, it is a solid bet that Europe will continue to attract thousands.

Many of them will be repeaters. Many more will be first-timers. It is our sincere hope that most of them will have read this delightful cooperative two-page, two-color pitch in *Holiday*, or *Time*, or *The New Yorker*, or somewhere.

Its urge to eschew the mid-season guided tours in favor of off-season penetration of off-track places and people is aimed right at people like us—and it hurts pleasantly. We remember a flying three weeks, the crowds, the high spots, and the crowded Louvre, as we read:

"Did you ever stand in front of the Mona Lisa in silence, uninterrupted by elbows, voices?"

There are many other "Did you evers"—all potent, all eloquent, all unbeatable bait for the thousands, or millions, who have made a "quickie" guided tour of part of Europe.

Possibly art directors will decry the paucity of picture—the only illustration is a spread of empty ocean, in blue. But somebody who knew his business planned this layout. And a stately salaam to whomever wrote the copy. Baby, get out our passports and let's start packing! ≠

Agencies Ask Us . . .

'Overhead'—Catchall for Management Errors

By Kenneth Groesbeck
Advertising Agency Consultant

Just what do we mean by "overhead?" What items of expense do we include in this vague term? While agencies may not often make such inquiries in such definite form, examination of their operating statements shows clearly a wide divergency in understanding the term, and a general tendency to dump into this category any expenses we don't quite know what to do about.

Kenneth Groesbeck

Webster says "Those general charges, collectively . . . which cannot be charged up to any particular part of the work or product, as rent, taxes, insurance, lighting, heating, accounting and other office expenses, and depreciation."

A rule of thumb accountancy formula allows 20% of gross income for "overhead" with 60% for "salaries" (all), leaving 20% for "profit," before taxes. Yet many recommendations, including my own, break down this salary item into direct and indirect. And if we recognize indirect salaries, as for example owner's time in agency management—surely impossible to allocate by accounts—we must include such indirect expenses for salaries, owner's, management, and clerical, in "overhead." Which then swells from 20% of gross income to 33⅓%. Which is correct? On what basic fundamentals can we agree? What sort of attitude toward our financial problems will best assure us of survival?

■ Advertising agency people are of course creative and imaginative extroverts. They are interested in what makes their fellow humans tick. They are enthusiastic, often impractical salesmen. Many of them, including myself, have considerable difficulty with elementary arithmetic. Constitutionally, they "can't figger." Which, however, does not excuse them from using horse sense. Which saving ability tells us that we must spend less than we make, and base our plans on facts rather than on hopes, if we are to remain in business.

If we agree on this, it follows that we must stop fooling ourselves, financially speaking. We must insist on simple and understandable terms being used by our financial advisors, who, like physicians, all too often talk a technical language for fear they might be too well understood. Of all the terms which have been used to mystify rather than to inform, "overhead," it seems to me, ranks number one in guilt.

■ Most of the items we put into this category are fairly obvious and easily justified. There is considerable disagreement, however, about indirect salaries, as I have indicated above. Also about unbillables, art expenses, expenditures for new or additional furniture and equipment, travel and entertainment, and agency promotion.

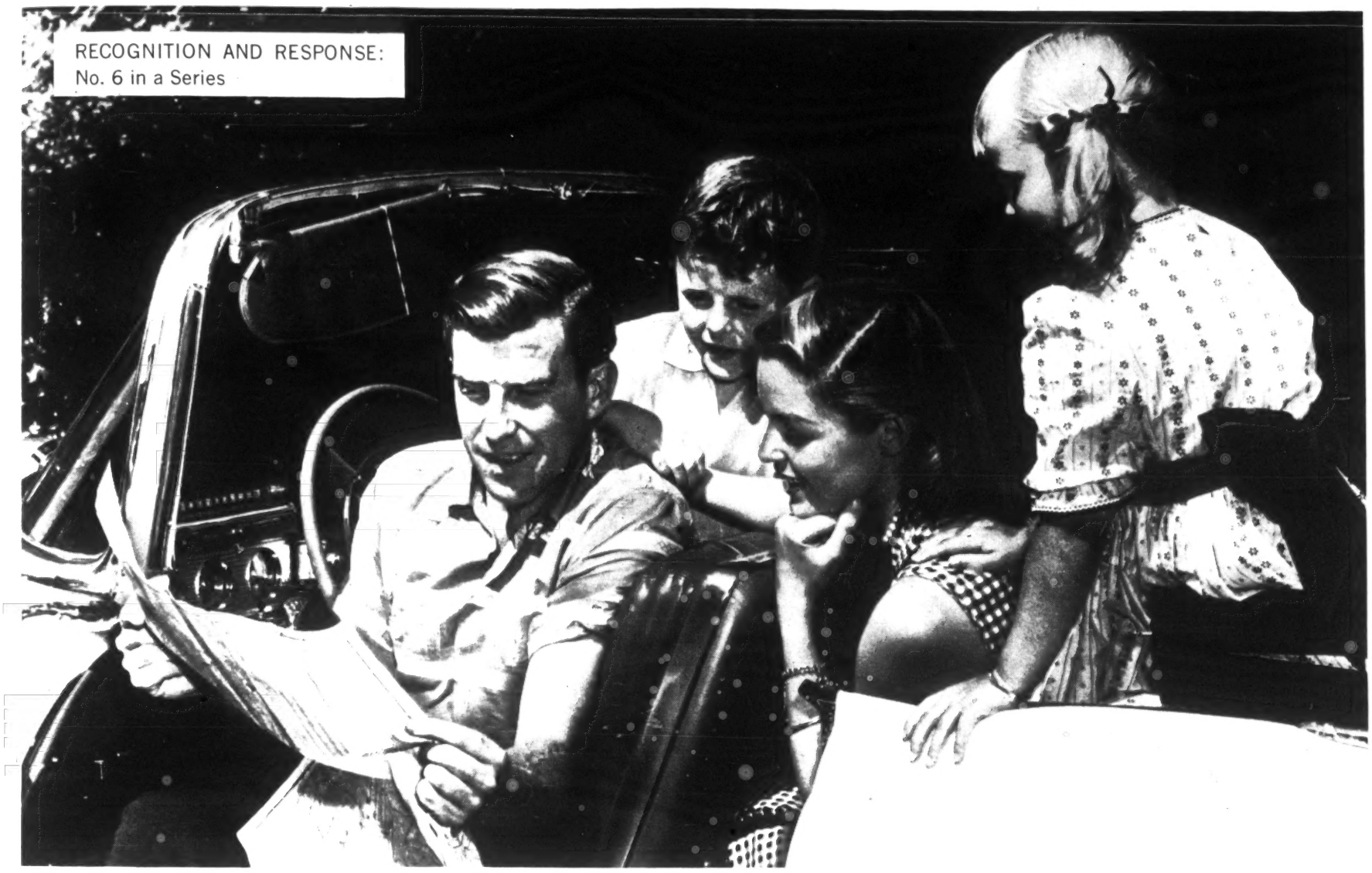
It will help, I think, if we get as many of these expenditures out of overhead and transfer them to the other three agency categories which cover our usual activities. After all, what do agency people do for a living? They (1) make contact with clients, they (2) plan and produce marketing and advertising material and devices; and they (3) scout for new business for the agency. What can we do with the debatable items listed above, towards transferring them into one or another of these normal agency activities?

■ Indirect salaries must, it seems to me, stay in overhead, provided we are sure that they *are* indirect, that is, general, and not more properly belonging to one account or another, or one agency activity or another.

For example, where do we put the salary of a man hired with a double purpose, such as to contact present clients with a view to increasing their advertising expenditures or developing new products?

Here we must ask ourselves why the assignment was made, assuming there is in our minds some good reason for it.

Was it to please the client? Put him under "contact." Was it to get new business for the agency? Put him under "new business" in our expense allocation. Fifty-fifty? Split his salary accordingly. At



"THE 3-DAY WEEKEND"... *another dramatic example of how*

The American Weekly starts people talking

"97,000 RESPONSES SHOW AMERICAN WEEKLY'S GREAT PUBLIC INFLUENCE IN STIRRING IMPORTANT LEGISLATIVE ACTION"

says Maurice V. Brady, Speaker of the New Jersey General Assembly

"THE 3-DAY WEEKEND" appeared in the September 4th 1960 issue of The American Weekly. It proposed shifting most national holidays adjacent to weekends so families could enjoy more "long week-end" vacations each year. In the article, which showed most holidays today are arbitrarily or inaccurately set, The American Weekly offered to forward to governors and state legislatures all names sent in by readers favoring the proposal.

In just eight mail days after the article appeared, over 48,000 names were received. By October 4th, the total response had climbed over the 77,000 mark. To date, this figure has jumped beyond 97,000. In addition, letters received by The American Weekly from twelve states, including New Jersey, indicate that legislation on the "3-day weekend" idea is either in process or under consideration.

The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 86% of its circulation in the rich, decision-making "A" markets and contiguous counties.

BEST READ SUNDAY MAGAZINE

...and the most resultful

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · 65 YEAR · BEST READ SUNDAY MAGAZINE ·

any rate, he can be removed from our catchall and his expense to the agency more clearly allocated and justified or not, as the results will determine.

"Unbillables" is a term frequently encountered in agency operating statements. It usually means mistakes or overexpenditures, which are dumped into overhead to avoid more and perhaps unpleasant understanding.

■ Much is gained by tearing "unbillables" apart. Why were these expenditures made? Were they justified or not? If not, whose error? What may this teach us for the future?

Here we will find much money spent for speculative presentations. If we charge these to new business, it will throw our agency promotional expenses clearly out of kilter. Here is where they belong, however, kind sir and madam, let the chips fall where they may.

By all means, yank these erroneous or unwise expenditures out of the darkness of "overhead" and into the light of wherever they belong.

■ The same thing is true of so called "art expenses," which on closer examination will be found to be sometimes justifiable and capable of allocation, sometimes not justifiable and more often than not, sheer wasted time. Here we must be careful not to restrain and stultify expenses and time spent which in the end is clearly of value to the agency. An artist smoking his pipe with his feet higher than his head may be cooking up an idea of tremendous value. Judge him by his end product, not by the elevation of his feet.

■ Travel and entertainment belong in the categories for which the expenditures were made, obviously. These are probably "contact" and "new business." Too many agencies muddy up the overhead pool by dumping into it some or all such expenses. Well, it's a nice deep pool, and a handy place to put car allowances, flowers for sweetie, drinks on the way home, personal expenses for the welfare of the agency, etc. You are familiar with all the terms, of course. Here again, don't let such expenditures take cover in our catchall. Dig them out and examine them, no matter whose withers may be wrung.

You see, all this is not just an academic discussion. Agencies operate on a very small margin for profit. The only way we can protect this margin, and with it the increase of our working capital and our rewards for good performance, is to refuse to allow it to be reduced by unidentified expenses. These will usually be found in our financial statements under "overhead." They are the leaks which, unless promptly found and plugged, will sink the ship. We can all excuse ourselves for mistakes in management. There is no excuse, however, for deliberate refusal to see them, identify them, and cut them out in future. Our first step must be to look where they usually hide. #

TION IN TRAINING COMBINED WITH THE EXPERIENCE OF YEARS."

Most people find only 3, but there are 6. And this one:

PARIS
IN THE
THE SPRING

Most people read only one "the" when you bet them they can't read it aloud correctly.

Guess *that'll* supplement your income a while.

Where the Boys and Girls Are

"Meet new friends on Eastern's 'Happy Holidays'," says an ad in the *New York Times* travel section.

The boy-girl picture shows a couple nuzzling cozily over some exotic rummy concoction built for two.

Apparently the accommodations are too, for a little footnote to those attractive prices—such as "7 days, 6 nights $19.50* plus air-fare"—reads as follows:

"*Prices per person, based on two in a room . . . effective as early as April 30."

Won't be nearly early enough for some of the eager beavers who'd love to meet those new friends, like, tonight. And the headline to an ad that backed it up right on the next page wouldn't make 'em any less eager:

"Wonderful things happen at the Balmoral!"

That Half a Mouse-Stache Stumps Us

We've got just one question to ask regarding the gentleman shown here with half of a mouse-skin toupee still left on his lip.

If the Gem shave felt so good he couldn't stop, how come he stopped?

She Never Had It So Soiled

Peter Rowland of Compton writes: "Herewith a 'dirty trick' on Parliament. Guess some of that 'good grey' from the *Times* rubbed off on the lady's schnoz. Either that or some dirty olde man has been fooling around." #

The Peeled Eye Department . . .

Peeled Eye Offers '$3 Worth' of Reading Matter Free

By Dick Neff

Here's How to Win Money on Bets, Too

Long a model of generosity with its free ideas and such, the Peeled Eye this week outdoes itself and offers what one person has called "$3 worth" of reading matter free. Well, excerpts from it anyhow.

Dick Neff

The rest—and a free surprise—can be obtained from the advertiser, the Surprise Club, 60 E. 42nd St., New York 17, N. Y. (Hugh Paulk, the founding father, incidentally, is the fellow who put out those fake book jackets—"Funerals Can Be Fun," "How to Cheat the Federal Government on Your Income Tax," etc.)

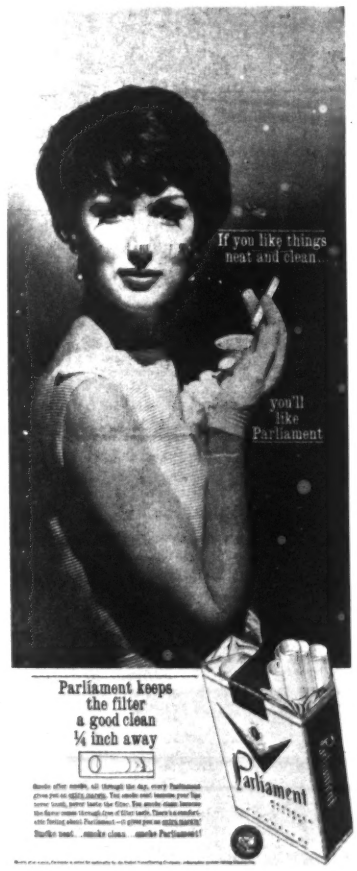
We refer to a curious ad that has been appearing in New York and other newspapers recently which reads, in part, as follows:

"Is your mailbox mimeographed? Tired of getting junk mail from people you don't know? Try getting junk mail from someone you do know . . . Get surprises in your mailbox (free offer below).

"Ten times a year (or more) you'll get a surprise in your mailbox.

"If, in spite of ourselves, some things you get turn out to be useful, please overlook it. You'll get some unusual objects and literature. But you may rest assured everything will meet our exceptionally high standards for junk.

"Subscribe today and make your nightmares come true . . . You may cancel at any time—on one condition: that you do not send any of the junk back to us. Appropriately confusing gift cards will be sent ahead of your gift orders . . . Send



your order today. Some of this stuff is already beginning to clutter up our office."

So there you are. Don't ever say this isn't valuable and important reading matter. Play your cards right and we may even print, free, some of the stuff the members have to pay for. Like this one, which is a way to make money betting:

"How many F's are in this statement?

"FINISHED FILES ARE THE RESULT OF YEARS OF PERFEC-

Salesense in Advertising . . .

Consumers Do Not Lead; They Follow

By James D. Woolf
Advertising Consultant

"New products at Polaroid," reports *Time*, "are never developed because of market research or questionnaires to customers." Says Edwin Land, Polaroid president: "Industry must have an insight into what are the deep needs of people that they don't know they have."

James D. Woolf

It has always been my belief that great new products do not emerge from questionnaires and consumer research. Nor do great advertising ideas. Consumer research, for example, did not give birth to the safety razor; one story has it that King Gillette sold only seven of his new-fangled razors during the first year of its existence. Public demand did not create deodorants; Odo-Ro-No, the first deodorant, was ridiculed by insulted women when it was launched. Originally, there was no noticeable demand for corn flakes and other breakfast cereals. There was no consumer demand for a soap that floats. So with aspirin. So with frozen foods. So with instant coffee and other instant foods. So with fashions: the fashion designer leads, the public follows.

The truth is that oftener than not the consumer does not know what he wants or is likely to buy. For this reason questionnaire procedures must be handled warily. Proposed new products okayed by consumer research frequently do not sell when later put on the market. By the same token, products that showed up negatively in research have done well when advertised and marketed.

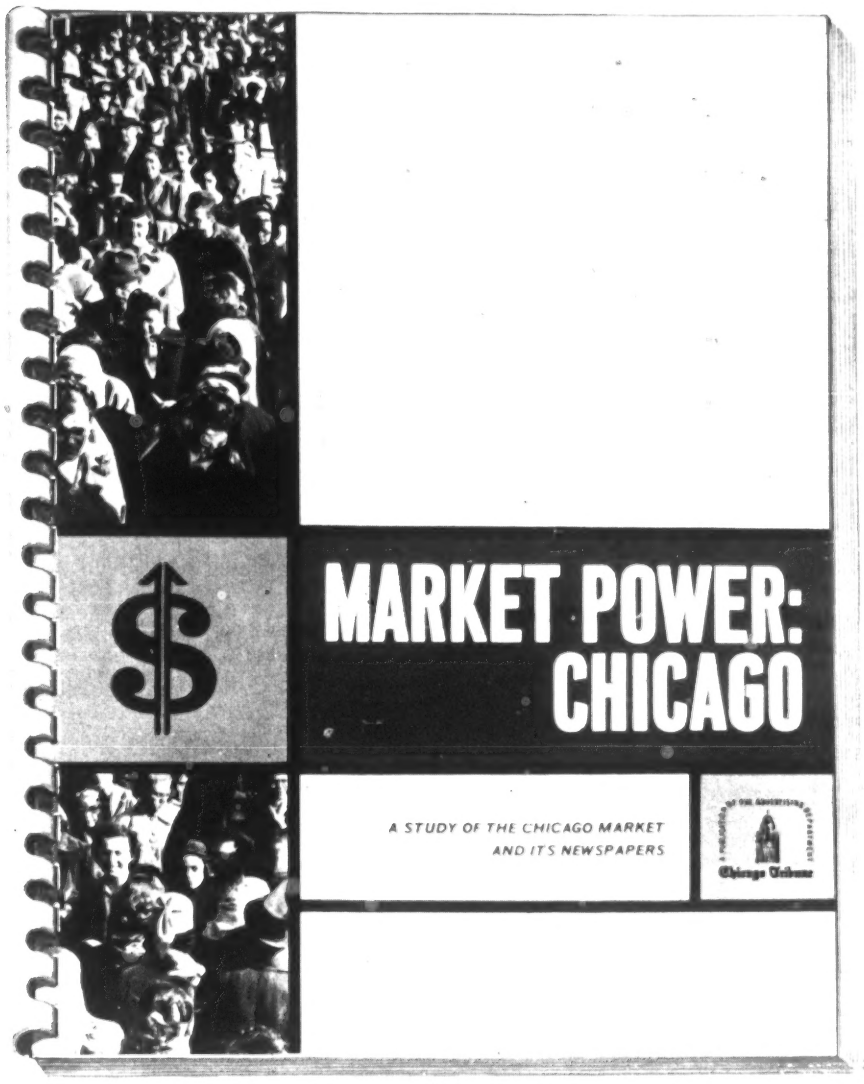
■ Research has its valuable uses, of course, when employed with discretion and good sense. But I do believe the most valuable asset a marketing man can have is a shrewd insight into what are the deep needs of the people. Top-flight copywriters have such an insight—instinctively; it represents the difference between excellence and mediocrity.

Surveys and polls and readership studies in general have been oversold and glamorized beyond their true worth. What the consumer "thinks" should not be given too much weight. Don't be afraid of a research finding if it doesn't make sense to you; advertising is not a science—it is an art, and there are really not many hard-and-fast rules. Gather together all the information you can—and then rely on your insight. Consumers do not lead; they follow. #

No. 1 of a series

MARKET POWER: CHICAGO

will help your advertising WORK —more efficiently, more productively, more economically



In today's costly and competitive marketing, how do you deal with the Gordian knot of media evaluation?

Do you try to unsnarl it by comparing circulations (or ratings)? Or do you slash away at the tangle with a sharp-penciled cost-per-thousand approach?

Sound media judgments require something more—some insight into the qualitative factors which make one medium a better buy than another. This is especially true in a market like Chicago where extra advertising effort is required to develop its greater sales potential.

The Chicago Tribune delivers the largest circulation of any Chicago newspaper at milline rates which are among the lowest in the nation. Still it recognizes the need for precision tools to measure advertising efficiency. It is to supply these tools that the Tribune has conducted and published a new research study entitled, MARKET POWER: CHICAGO.

Based on 5,666 interviews in 2,956 city and suburban households, MARKET POWER is probably the most complete study of its kind ever made in the Chicago market. It is an objective appraisal of all Chicago newspapers, three Sunday and four daily, in terms of:

PEOPLE, the audience composition of each paper.

PURCHASERS, buyer coverage of each paper.

CHOICE, the consumer's stated preference for a particular newspaper when seeking buying information.

COST, a detailed examination of rates and milline rates as applied to circulation and coverage of households, housewives, men, women and adults.

Though MARKET POWER sheds new light on the Tribune's stature in Chicago, there's much more to it than a leadership story for the Tribune. Its 70 pages are packed with facts about the Chicago market and its newspapers; about Chicago families and their buying behavior. For whatever product or service you sell, MARKET POWER can help you increase the efficiency of your advertising dollars in the Chicago market.

This research study will not be mailed, but copies are available to advertisers and their agencies from Chicago Tribune representatives. Why not call yours today?

CHICAGO
Chicago Tribune
435 N. Michigan Ave.
SUperior 7-0100

NEW YORK CITY
Chicago Tribune
220 E. 42nd St.
MUrray Hill 2-3033

DETROIT
Chicago Tribune
1916 Penobscot Bldg.
WOodward 2-8422

SAN FRANCISCO
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

LOS ANGELES
Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

EUROPE
Mortimer Bryans
3 & 5 Warwick House Street,
London, S.W. 1,
Trafalgar 2482-3

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Anti-U.S. Talk May Cut Investment Funds from U.S., Canada Grocers Told

GF Ltd.'s Miller Tells Convention U.S. Gets News of Criticisms

TORONTO, April 4—Leon A. Miller, chairman of the Grocery Products Manufacturers of Canada and president of General Foods Ltd., told the first convention of the group here last week (AA, April 3) that Canadian business men should speak out realistically about U.S. investment in Canada, to offset the anti-American speeches and articles on the subject and to avoid a "damaging image of Canada" in the minds of U.S. investors.

"There seems to be much concern here relative to the amount of U.S. investment in Canadian industries," Mr. Miller said. "Yet it is well recognized that the vigorous growth we have experienced would not have been possible without it. It is also believed by many that we are still going to need additional outside investment if we are to continue to grow and meet the economic destinies which are potentially available to us. If we do need this continued outside investment," he said, "then it is my opinion that much of what is now being expounded in Canada, if continued, could be most effective in drying up such investment."

■ Mr. Miller said Canadians should remember that much of what is now filtering through to those people in the U.S. who determine international investments encourages them to be at least a little wary of what they are led to believe is the current Canadian attitude toward them.

"No matter how cordial the personal relationship between Mr. Diefenbaker and Mr. Kennedy may be or may become the image of Canada is subject to serious deterioration as a place for continued U.S. investment in the minds of those who can determine where they wish to make investments, unless some of the speeches and articles written on this subject are handled much more objectively and realistically in the future," he said.

■ He said we are all aware of the relatively little attention the U.S. press gives to Canada. Yet, said Mr. Miller, we can be sure that most anything which is or can be interpreted in the U.S. as being critical or anti-American does get coverage.

"Thus we face the danger of a one-sided viewpoint being prevalent in the U.S. concerning Canadian attitudes."

Mr. Miller said there are some bright spots.

For example, the recently-published results of the study by the Canadian-American committee on the policies and practices of U.S. subsidiaries in Canada clearly indicates, he said that many U.S. subsidiaries are good Canadian citizens and that much of the past criticism along this line was either unwarranted or over-emphasized.

■ Another potential bright spot, he said, is the legislation requiring full disclosure of business operations of U.S. subsidiaries.

"I am all for this and for one basic reason—I believe that when the Canadian government and the public learn the extent to which many of us who are wholly-owned subsidiaries of U.S. companies have not been paying dividends to our parent companies for many, many years but have been reinvesting our profits in more Canadian facilities and thus creating more Canadian jobs . . . the present hue and cry for making equity stock available will lessen considerably."

Not only would it be difficult for the Canadian market to absorb any appreciable portions of the U.S. investment but also the need to disburse a sizable segment of net earnings in the form of dividends could conceivably delay if not reduce the level of capital expenditures, thus lessening the economic stimulation to which such expenditures contribute, Mr. Miller said.

He charged delegates with the responsibility of improving present relations between Canada and the U.S. adding:

"Those of us who have been conducting ourselves as good corporate citizens must not only continue to do so but encourage others to do likewise; and we must be both willing and eager to speak our minds on this and other important issues so that a more balanced point of view of the problems involved can be made available not only in the U.S. but also throughout Canada."

■ Dean M. Prather, president of A. C. Nielsen Co. of Canada, said the trend toward more convenience products and packages is due to accelerate.

Two indications of this, he said, are the growing number of women who work in jobs outside the home and the continuing shift in population to cities.

Bringing with it many new brands, Mr. Prather said, the development will intensify the competitive battle in Canadian markets.

He said that between 1955 and 1960 there had been a 30% increase in the number of brands in 12 long-established commodity classes.

"Project this kind of development over the next decade," said Mr. Prather, "and it would appear that something's gotta' give—no matter how much growth we have."

■ He said something already had given—the proportion of brands with a market share of 2% or more dropped from 83% in 1955 to 74% in 1960.

"This implies," said Mr. Prather, "a great deal of shifting in competitive position between brands."

He said it will be "extremely important" in the future—and possibly somewhat more difficult than in the past—to make sure that the struggle to maintain competitive position for a brand does not breed "unsound and uneconomical marketing practices."

Mr. Prather said there will likely be an increase of more than 500,000 women in jobs outside the home between 1960 and 1970—an increase of 37%.

And the proportion of total female population working outside the home will jump to 26.2%, he said, creating the "almost perfect market for products with that built-in maid service."

■ In addition, Mr. Prather said, metropolitan and urban population will go up 102% by 1980, while the remaining population will rise only 9%.

"The average Canadian married woman will be spending less and less time bending over that proverbial hot stove," Mr. Prather said.

Collier Hauck Weigel Goldfus Terry

GET SET—*Mapping the Advertising Assn. of the West's 1961 All-Western Advertising Craft competition is Walter E. Terry, Johnson & Lewis, chairman of this year's all-media contest, who is aided by Charles W. Collier, exec vp of the AAW; Roland Hauck, judging rules and materials chairman, and Marshall J. Weigel, competition vice-chairman, both of Lennen & Newell; and Joel B. Goldfus, Batten, Barton, Durstine & Osborn, presentation chairman. Details and entry forms may be obtained from the AAW, 337 World Trade Center, San Francisco 11. The deadline is May 15. Awards will be made at the AAW convention June 25-28.*

Ojibway Press Formed

Ojibway Press, a new corporation, has been organized in Duluth by Marshall Reinig and associates of his in Davidson Publishing Co. The purpose of Ojibway is to acquire a group of business publications and to explore the possibility of buying a publishing company.

Aves, Shaw & Ring Adds Two

Challenge Machinery Co., Grand Haven, Mich., has named Aves, Shaw & Ring, Grand Rapids, to handle the advertising. Northwestern University's office of information services has appointed Aves' Chicago office to handle its advertising.

Black & Musen Adds One

Defense Apparel, Hartford, Conn., manufacturer of plastic clothing for use in atomic energy plants as body protection against radioactive contamination, has named Black & Musen, Springfield, Mass., its agency.

Pacific Travel Assn. Backs Bill to Push U. S. Tourism

Congressional action to promote travel to the U.S. (AA, April 3) has been urged by, among others, the Pacific Area Travel Assn., San Francisco, which represents more than 500 organizations dedicated to increasing travel to the Pacific nations.

The group has wired an appeal to Rep. Peter F. Mack Jr. (D., Ill.), chairman of the House subcommittee on commerce and finance, urging enactment of a bill similar to one already passed by the Senate, which would establish a federal office of international travel with a $5,000,000 budget.

Allvine, Maddox, Nelson Formed in Kansas City

Allvine, Maddox, Nelson, a new agency, has opened in the Livestock Exchange Bldg., Kansas City. Principals are Earl Allvine, board chairman, formerly a vp of Galvin-Farris-Allvine; Byron C. Maddox, president, formerly head of his own agency; and Bart Nelson, secretary-treasurer, previously associated with Mr. Allvine.

Wanamaker Marks 100th Year

John Wanamaker Department Store, Philadelphia, a pioneer in retailing and retail advertising, will launch its 100th anniversary celebration April 17. Special advertising sections, and a number of special events and exhibitions will help to promote the anniversary, which will last throughout the remainder of 1961.

Attention Admen!

fit type
IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students swear by the Haberule Visual Copy-Caster . . . world's fastest, simplest, most-accurate copy-fitting tool. Only $10 at art supply stores or direct.

Money-back guarantee!

HABERULE
Box AA-245, Wilton, Conn.

TELEVISION HAS TO BE LOCAL IN WESTERN OREGON . . . THERE ARE MOUNTAINS!

Over 110,000 families depend on OTT* for a clear picture. Buyers get local coverage and attention from all three stations . . . and, remember, Eugene is Oregon's 2nd market . . . the only metro area between Portland and San Francisco.

ONE ORDER, ONE BILLING TO YOUR HOLLINGBERY MAN OR ART MOORE & ASSOC.
(PORTLAND – SEATTLE)

*Oregon Triangle Television

KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate

THE SAN DIEGO UNION AND EVENING TRIBUNE

General Mills, Campbell Tie in for Rocket Premium

General Mills and Campbell Soup Co. will offer a free "moon rocket" kit premium for a label from Campbell's V-8 juice and a boxtop from Cheerios, Kix or Frosty O's cereals. Advertising will appear in Sunday comics sections of 110 newspapers, and on several General Mills network tv shows. Needham, Louis & Brorby, Chicago, for Campbell, and Dancer-Fitzgerald-Sample, New York, for General Mills, are the agencies involved.

Benwill Names Three Reps

Benwill Publishing Corp., Brookline, Mass., has appointed Ted E. Schell and Hal N. Schell, 2700 W. Third St., Los Angeles, to represent *Electromechanical Design* and *Electronic Electromechanical Production* in the Los Angeles-San Diego area. Charles W. Hoefer, 1664 Emerson St., Palo Alto, is the representative for the San Francisco-Seattle-Portland area.

TIME WON'T TELL—*This tv spot running in 104 markets for Lanolin Plus Liquid "brings to life" the print ad currently running in six fashion and women's magazines. The soft-focus, closely cropped picture of a woman's face used in the magazine ad is blown up larger than life on the tv screen. The theme for both print and tv: "Who said, 'time will tell'?" This is the first campaign to be created for the company by C. J. LaRoche & Co. since it got the account last fall.*

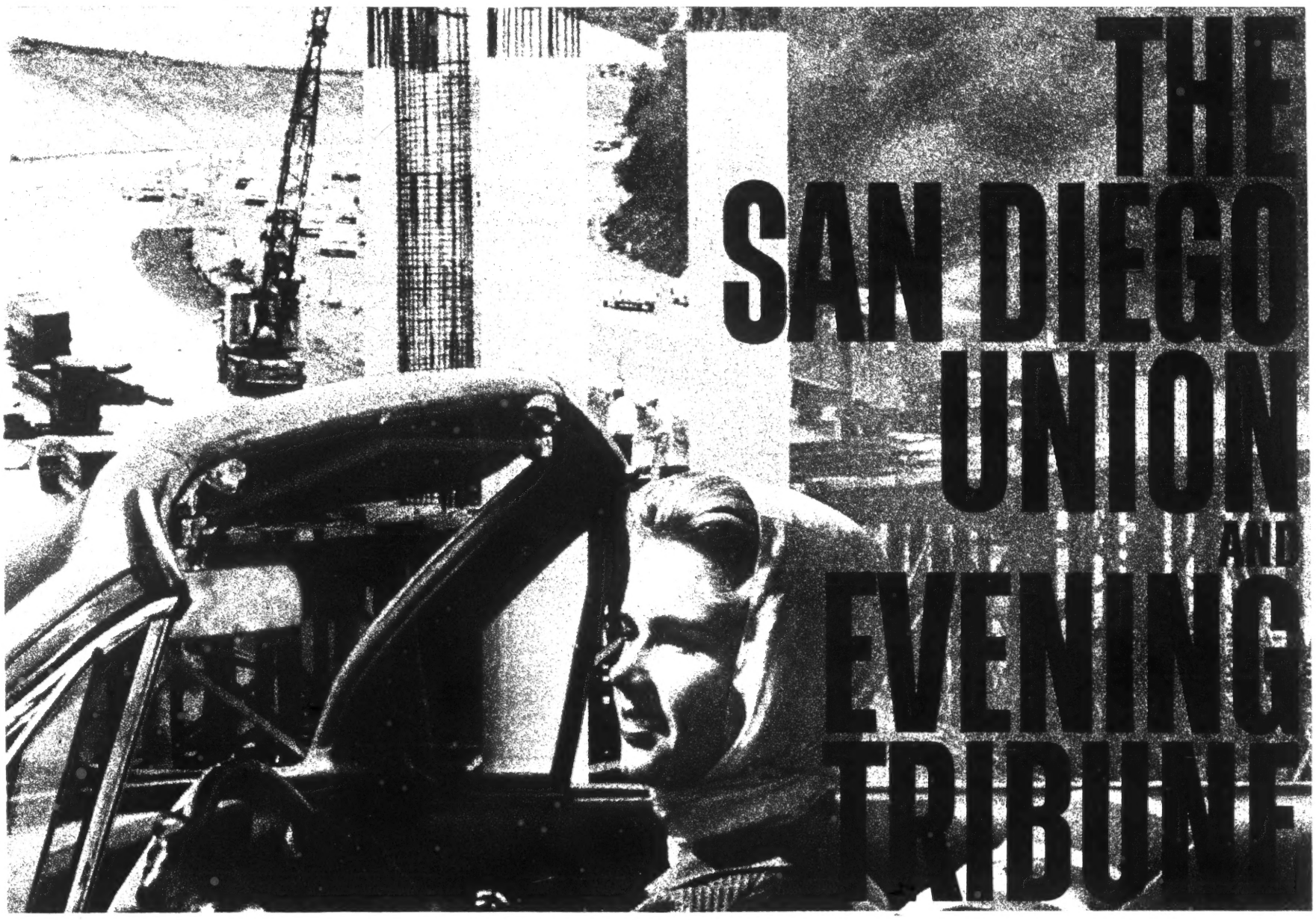
Cyanamid Names John Ford

John Ford has been appointed director of public relations for American Cyanamid Co., New York, succeeding William. A. Durbin, who has resigned to join Hill & Knowlton. Mr. Ford joined Cyanamid in 1958 from the Pillsbury Co.

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO! Construction and improvement of state highways within San Diego County will total an estimated $43 million* this fiscal year, another indication of San Diego's expanding economy. Reach this fast-moving market through **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (228,437 ABC 9/30/60). A Facts Consolidated survey shows family readership of 86.9% (evening & Sunday combination).

*Economic Research Department, Union-Tribune Publishing Co.

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
NELSON ROBERTS & ASSOCIATES

"The Ring of Truth" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

From His Viewpoint, Ad Slump Is Serious

To the Editor: The article, "Ad Field Not Seriously Hit by Slump, AA Finds" [AA, March 20], confuses me. My findings, as one of the unemployed for almost six months, indicates a different story.

Apparently the "leading companies and advertising agencies" that AA checked were not a very representative group. A factual story, not intended to be alarming, might interest you.

My efforts, resulting in practically nothing, amount to sending 47 resumes to some of the large ad agencies, some of the older ones with moderate billings and advertisers in both categories; personal contacts with 12 of each (not in response to letters or resumes); registering with 11 employment agencies in Chicago; answering seven blind ads; advertising in three association papers; and following three recommendations.

Every person working for employment agencies told me they have not had as many applicants for advertising jobs and fewer calls for such jobs in several years.

Results of my efforts: Two interviews arranged by employment agencies ended there; a relatively new ad agency acknowledged my letter by saying their plans did not provide for additional help for a year; response to a blind ad seemed encouraging until I was informed four months later the position was filled (an announcement to the trade mentioned the job went to the firm's assistant advertising manager); two very small advertisers, recommended to me, settled for agencies content to work on speculation which I haven't stooped to yet; another firm recommended to me—small but selling nationally without the benefit of advertising—has gratefully paid for consultation and is now considering plans we discussed on March 17.

Circumstances beyond my control may account for these results.

Employment agency personnel haven't hesitated to tell me that being 49 presents a handicap for them.

Ironically, ad agencies and advertisers sell their services and products on reputations backed by years of experience (supposedly the older the better). This criterion certainly should apply to an individual.

In each case, worth can't be proven until abilities are tried. And ability is no respecter of age nor academic training.

That will be the conclusion of anyone trying to be objective in the business world.

The two letters in "The Voice of the Advertiser" under "Older Admen Still as Capable as Young Ones" [AA, March 20] back up the conclusion quite well.

Name Withheld by Request

• • •

What's Really Going on in That Coldene Ad?

To the Editor: Creative Man's piece on that Coldene blackout ad (AA, Feb. 13).

He likes it.

I like it, too. I mean I really do.

Everyone's talking about it. Creative meetings wind up with somebody suggesting: "—we do something like that Coldene ad."

I keep wondering if it wouldn't have been an even greater ad if they had turned on the light?

Why do they whisper around in the dark?

Who is John?

Is that John's regular wife or John's other wife talking?

And Billy. Their little boy?

Why did John's (regular/other) wife wake up John to ask him if it's Billy coughing? Doesn't she *know*? Are they living in a motel?

I'll bet John wasn't even asleep. He was just lying there, going over the day's insults and hating everybody.

He's certainly not friendly. Snug in his warm twin bed he tells *her* to get up, find the Coldene and give some to Billy. Just orders her—"get up." In her bare feet.

Why doesn't she just get up all by herself, find the Coldene, give some to Billy, have a cigaret, go back to bed and wait for Billy to start coughing again?

Leave grumpy old John alone; he's got a tough day ahead.

In fact, John could have been left out entirely. What would she do if he'd been out of town?

I'm not trying to write the copy but there's too much going on here—it's too busy.

Let's have the little kid say: "fank oo Mommie for da nice Coldene. Bad old cough all gone, Mommie. Coldene lickin' good, Mommie." Tells the whole story.

How does John know there's Coldene around. Has he been nipping on it?

I love this ad. It's so warm and human it chokes me up.

I keep thinking about that wife, going around in the dark in her bare feet, knocking over lamps, walking into doors, giving Billy the Hadacol instead of the Coldene.

Arch Macdonald,
Highland Park, Ill.

• • •

He Says Spain's Population, TV Sets Were Underestimated

To the Editor: We refer to the statistics published in the Jan. 30 issue of Advertising Age dealing with television sets in Europe and the U.S. Since the number of television sets in this country is growing rather fast, we looked at the figures published by you with an interest greater than usual.

We see that your informers National & International Public Relations Inc. assign to Spain a population of only 13,000,000 and a total number of television sets in use of 30,000, thereby reaching an average of two television sets per 1,000 inhabitants.

According to the latest official information available the population of Spain as at Dec. 30, 1959, was 30,893,916. As you can see, our population is over twice as high as the one given to you.

As to the number of television sets in use, we cannot give you any officially published figures, because there are none, but according to reliable sources, it is now estimated at around 125,000; that is to say over four times as many as you have been told.

Combining the two revised figures we reach a new average of around four sets per thousand people, that is to say twice as many as you have been given . . .

Federico Bonet,
Madrid.

• • •

New Generation Thinks Positively About Advertising

To the Editor: With all the publicity given to the fact that our young people don't seem to understand advertising, I was quite pleased when my third grade son brought home the attached "essay" on the advertising business. His assignment was to write about some business—and apparently family table talk influenced his decision.

I just thought you might be interested to see that all is not lost and that we have a new generation that might be able to think positively about our business. Quite possibly, there may be a new order of importance, though, as my son seems to feel that artists and copywriters "rank" ahead of bosses.

H. W. Neuwoehner,
Batz-Hodgson-Neuwoehner, St. Louis.

The Advertising Business

The advertising business is a very important business. If there wasn't advertising, you wouldn't know what was at the store without going there. You wouldn't know how much foods cost without going there either.

Advertising is used all over the country. Advertising tells people many things in many ways, such as radio, tv, newspapers and billboards.

Many people work in advertising agencies, such as artists, copywriters, bosses, secretaries and bookkeepers.

Bob Neuwoehner, Age 8.

•

Tom Ford Is with Y&R, Not with On Film

To the Editor: On Film, Inc. is delighted that the Bufferin commercial we produced for Y&R won a Gold Medal for its art director, Steve Frankfurt (AA, March 27). However, we would like all and sundry to know that your credit "Production company: On Film—Tom Ford" is incorrect. Tom Ford was Y&R's producer on this assignment. While he's a fine and capable person and he works with us frequently, he is not associated with our firm.

Morton Schaps,
Television Sales Director, On Film, Princeton, N.J.

• • •

'Dishonesty' of Buick Ad Depends on How You Look at It

To the Editor: My compliments to Lucien Greif for his penetrating analysis of the four-color Buick ad (AA, March 27). However, several questions remain to be answered before the ad can honestly be characterized as "100% phony."

For example, is the girl behind the wheel really the owner of the car? If so, why isn't it all smashed-up like any other car driven by a woman? Perhaps she was just a model hired because she looked pretty behind the wheel. In that case she was probably made-up specially for the occassion, too. How "phony" can you get!

And is the fellow approaching the car really "important" like the ad says? Or is he just another model? Is he married to the babe

JACKSON HAS $150,000,000 IN NEW CONSTRUCTION

New VA hospital—new auditorium—new coliseum—new office buildings—new stadium—new 30-mile reservoir—new jet airfield—all now underway, are swelling business activity in the Jackson market by 150 million dollars . . . and lending new importance to Jackson and its 16-county retail trade area.

You can get your share of growing sales from advertising in Mississippi's leading newspapers—the Clarion Ledger and Jackson Daily News.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

WINSTON-SALEM IS REALLY GROWING PLACES

. . . all three places, in fact

METROPOLITAN AREA POPULATION UP 29% SINCE 1950

CITY POPULATION UP 26% SINCE 1950

OUTSIDE CITY POPULATION UP 33% SINCE 1950

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

. . . compared with 11.5% gain for the State of North Carolina. Current Winston-Salem Metropolitan Area population is 188,229 . . . as reported in 1960 Census.

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

or is this just another of those well-known Westchester assignations? It might be wise for Mr. Greif to next look into the morals of Thornwood. Something fishy going on there.

Was the car cleaned up in any way to make it look attractive and desirable? Probably. Those agency guys are sneaky that way.

Bet you, too, that none of the people hovering in the background were even on that "phony" train —or live in Thornwood, for that matter.

In short, this was a "staged" shot, like thousands of other legitimate photos used in advertising every year. I think that Mr. Greif has allowed his displeasure with the local railroad's services to cloud his better judgment. His observations are naive, unfair and irresponsible. When he poses one of his clients shaking hands with someone or other for a publicity shot, do the persons involved *really* feel like shaking hands?

Eli Barry,
President, Barry Advertising, New York.

• • •

He Stands Up for Bates' (Reeves') Ad Philosophy

To the Editor: The letter and accompanying ad appearing in AA, March 20, written by a member of "copywriters anonymous" was evidently the work of another "esthetic, business be damned" copywriter, nee Fred Wakeman, who would be far happier and possibly more successful writing parables to "The Hidden Persuaders." The Reeves philosophy is reflected by his success in moving from a position as an agency copywriter to that of founding partner and board chairman of one of the most successful agencies in the world.

"The aim of any client is better sales and profits" is quite an advertising philosophy and it is quite evident that not enough advertising people realize how correct this philosophy is. What other reason, what other possible excuse could a client have for hiring an advertising agency other than as a tool to inform and communicate information about a product in order to promote the sales of this product? A client is not looking for beautiful art or pretty purple prose, he is not endeavoring to be cute or amusing, his main objective is to create a convincing sales message.

Not too long ago, I made a brief study of three of the most amusing, clever and creative ads on tv. Each had won acclaim from "admen." Everyone I talked to remembered the three ads and could tell me something about them, yet not one in 25 people could give the name of one of the three products advertised.

Ted Bates' (Reeves') philosophy has been that of the U.S.P. which emphasizes bringing attention to the product and its merits and the gaining of recall to the product rather than to the advertisement itself. Is this ugly, uncreative, wrong? Or is it simply carrying out a designated duty with the proper objective in mind?

I might add that the Greatest Salesman in the world came over 2,000 years ago in rags, a very unesthetic sight. He had no beautiful art or pretty prose, yet He spoke convincingly enough to sell His product to the world.

Jack Decelles,
Sales Promotion Department, WNAC, radio and tv, Boston.

• • •

Charge of Ad Distortion Should Be Noted, He Says

To the Editor: Unless this faithful reader missed something, neither Advertising Age, *Printers' Ink* nor *Editor & Publisher* has noted or commented on David Spitz's article in *Harper's Magazine* for March—charging a prominent industrial advertiser with "rewriting Lenin" in a supposedly public-service advertisement which was uncritically accepted by an important newspaper.

The implication is that the advertisement constituted an improper corporate intrusion into a domestic political argument under the guise of opposing communism.

The readership of *Harper's Magazine* is a particularly articulate, influential segment of our society. If Professor Spitz's charges are substantially true, the "image of advertising" will sustain further damage unless the industry can disassociate itself from the behavior the good professor alleges. If the professor's charges are unfair, the industry should be aware that they have been placed before this influential, critical audience.

John Huenefeld,
President, Break-Thru, Boston.

• • •

Grammatical Structure of English Changes, He Says

To the Editor: I sympathize with Gertrude H. Rogers ("Voice of the Advertiser," March 20) in her crusade against "incorrect" grammar in advertising. She will indeed be lonely.

You see, Miss Rogers, the basic problem of a copywriter is to communicate with his audience. It would be nice if he could always use traditional English grammar to accomplish this. But people break traditions. They create new ones.

Perhaps this is unfortunate. Perhaps a perfect, logical grammatical structure once existed, and we're corrupting it. The point is this: That structure *no longer* exists. A slightly different grammatical structure with slightly different rules exists, simply because people use it.

As a result, the copywriter must rely more on Professor Fries than on his old high school grammar instructor.

As long as the men and women who smoke cigarets complain that their own brands "don't taste good, like cigarettes should," then Winston is perfectly justified in telling them that "Winston tastes good, like a cigarette should." (And, is there any need to comment on the obviously scattered connotations of the alternative: "as a cigarette should?")

Sorry, Miss Rogers. You and I disagree. You might say (rather, I might say) ours is a "mutual disagreement."

Vance Arbuckle,
Rumrill Co., Rochester, N.Y.

• • •

What This House Needs Is a New House

To the Editor: Indeed, this house needs a new roof and aluminum siding. Still, I wonder whether (after the roof and after the siding and after the windows and the

doors and the gutters and the lawn and the sash and the paint and the hardware and a fence for strays) this house doesn't first need a wrecker.

Ed Woodward,
Bernard Cooper Advertising, New York.

• • •

Shakespearean Phrase Gets Ill Usage, He Argues

To the Editor: As a Shakespearean scholar of sorts, I object to the careless way his phrases are sometimes thrown around. As a case in point, recently a local advertiser claimed via radio that now his bank could take care of all the customer's needs "in one fell swoop." And in Advertising Age (March 13), Mr. Tyler notes approvingly that the Air France ad "said jet speed and gustatory glories all in one fell swoop."

The phrase, of course, comes from "Macbeth" and is part of MacDuff's speech on hearing of the murder of his wife and family. "Fell" as used here clearly means "cruel" or "barbarous" and hardly gives the connotation desired in either of the above.

I doubt whether one person in 1,000 would pick it up, but I mention it in the interests of clear communication, which is surely one of the functions of advertising.

George R. Bauer,
Williams & Wilkins Co., Baltimore.

• • •

Suggests 'Optience' Instead of 'Audience' for 'Lookers'

To the Editor: What would you think of introducing and promoting the use of the word "optience," derived from "optic" (vision) to identify those who *view* printed or other visual material, rather than the universally-used "audience," which, deriving from "audio" (sound), is really pertinent to only those who are hearing something?

"Audience" could then be correctly reserved for the listening area.

Clarence N. Johnson,
Art Director, Reincke, Meyer & Finn, Chicago.

• • •

Brevity Pays, But So Does Prolixity

To the Editor: Your report on D. L. Blair Corp. versus the Post Office Department (AA, March 27) contains a remarkable *non sequitur*.

Supposedly in support of brevity, Blair points out that Winston Churchill could have said, "We owe a lot to the RAF," instead of, "Never in the field of human conflict was so much owed by so many to so few."

However, it was Churchill's comparatively long statement of 17 words that became famous—not the seven-word paraphrase of it. So how does this example bolster any argument for brevity?

Nevertheless, I fully agree with Blair's contention that any contest product can be amply described in 25 words or less—and the fewer the better!

Allen Glasser,
Production Manager, Cantor Publications, New York.

• • •

Wants Government to Pay Him for Unsold Advertising

To the Editor: I see by the papers that the federal government paid over $4,500,000 to the cranberry growers who couldn't sell their produce because it was contaminated.

You reckon I could get Uncle Sam to buy all these ads I can't sell? Why not—what's the difference? Isn't advertising just as important to our way of life as cranberries?

By the way—what do you suppose they did with those contaminated berries?

Morris Banner,
Normal, Ill.

• • •

The Key to Whisky

To the Editor: No need to molest your mind over the spelling of whisky ["Creative Man's Corner," March 13]. There is a simple rule used in the newspaper business:

Drunk with "e's" and spelled without.

Hope I have been of help.

Sidney B. Shear,
Advertising-Public Relations, Weymouth, Mass.

ANY INDIANS IN FARGO?

Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with

THE FARGO FORUM

NOW NO. 1 in BOSTON
WNAC-TV
Between 7 P.M. and 11 P.M.
On January 1st WNAC-TV shifted to ABC-TV and immediately jumped to FIRST PLACE in prime time!

ARB Share — Sunday thru Saturday 7 P.M. – 11 P.M.

	WNAC-TV	Station A	Station B
Dec. 1960	31.4	29.5	39.1
Jan. 1961	37.2	28.5	34.3
	+18%	—3%	—12%

Nielsen Share — Sunday thru Saturday 7 P.M. – 11 P.M.

	WNAC-TV	Station A	Station B
Nov. 1960	30.3	31.2	38.5
Feb. 1961	39.5	31.4	29.1
	+30%	— —	—24%

WNAC 7 TV
An RKO GENERAL Station

For prime availabilities contact your WNAC-TV H-R Representative

BOUNCING BEAR—*R. D. Bradshaw & Sons, producer and packer of honey, is using Spunky Bear to help introduce its Spun Honey in San Francisco and central California via 60-second animated live-action tv spots. Consul Films produced the spot. Hoefer, Dieterich & Brown is the agency.*

Mimi, New Laundry Product, Gets Ad Push in 3 Media

WARMINSTER, PA., April 4—An unusual spray laundry product, which is said to restore the original crispness to fabrics without stiffness right on the ironing board, is being introduced in about 17 eastern markets with heavy support from radio and television, plus large-space color newspaper ads.

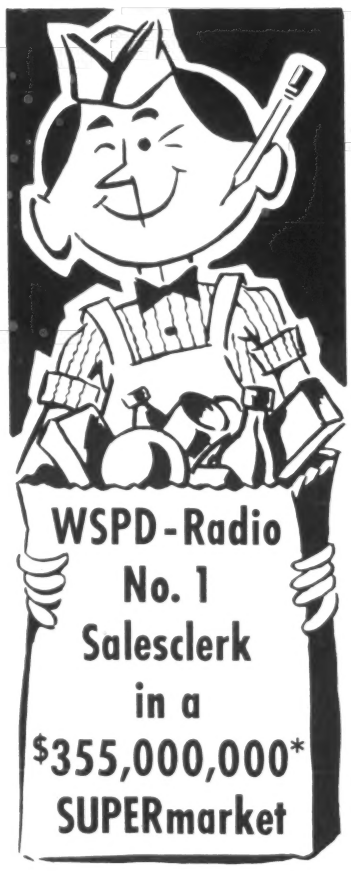
The new product is Mimi, manufactured by Crisp Products Inc. It is packaged in an aerosol can.

Distribution is mainly through supermarket chains in each market. The product is being introduced market-by-market, having first been tested in Norfolk and Syracuse.

■ In each market, retail outlets are immediately supported by saturations of radio and television spots. Radio and tv personality Tony Marvin is featured in the television spots. A pretty model demonstrates how easy Mimi is to use and the results obtained. Color pages and two-column ads support the broadcast promotion.

In original tests, according to David Wermen, president of Wermen & Schorr Advertising, Philadelphia, agency for Crisp Products, supermarket demonstrators were used. =

WANT AD REPLY—*Paul Lippman, longtime admirer of Guild, Bascom & Bonfigli house ads, recently saw a GB&B "help wanted-copywriter" insertion, sat down and penned the reply above. "Cartoon provoked interviews, finally hired," he said. Now he writes Remington Rand Systems copy. Lippman switched from Geyer, Morey, Madden & Ballard. A new book titled "Ladies in the Round" carries his illustrations.*



Puts you on Top
in Toledo

WSPD — number one by every audience measurement — Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

*annual food sales in WSPD's circulation area

Let a Katz Representative help you select the most persuasive times.

WSPD-Radio
NBC • TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

WS 5

English Origins of Gordon's Gin Subject of Magazine Drive

NEW YORK, April 4—Renfeld Importers will serve up its old mixture of Gordon's gin, tea and a little bit of English history in the 1961 magazine ad campaign, due to break in *Life* May 19.

The English origins of Gordon's will be underscored in the four-color ads, which also are scheduled for *Look* (May 23); *The New Yorker* (May 27); *Ebony, Esquire* and *Holiday* (all June); *Time* (July 14); *Newsweek* (July 24); *Sports Illustrated* (July 31); and *U.S. News & World Report* (Aug. 7).

The magazine series will follow a newspaper schedule beginning the week of April 14. Ads will run in every major market, and will range up to one-third-page units.

The initial ad in the magazine series features a slender-stem cocktail glass containing a martini, alongside a fine English tea cup. Accompanying copy presents a neatly packaged slice of English history: "Tea at 4:00, Gordon's Gin at 6:00 . . . Which English custom is older?"

Grey Advertising is the agency.

WNBQ Promotes Two

Norman F. Cissna, local sales manager of WNBQ, Chicago, has been promoted to assistant general sales manager, and Jack Hauser, manager of sales development, has been boosted to local sales manager.

Post Marine Names Reast

Post Marine Co., Mays Landing, N. J., builder of boats, has appointed Reast & Connolly, South Orange, N. J., its agency.

Wenter Rejoins Clissold as VP, Ad Sales Director

Frank J. Wenter has been named vp and director of advertising sales of Clissold Publishing Co., Chicago. He will be in charge of advertising sales for *Paking Industry, Hospital Management, The Hotel Monthly* and *Drive-In Restaurant Magazine*.

Frank J. Wenter

Mr. Wenter returns to Clissold after an absence of four years, during which time he was exec vp of Huddle Restaurants, Los Angeles, and, most recently, vp and general manager of Hudson Publishing Co., Los Altos, Cal.

Gibson, Wilks Affiliate

D. Parke Gibson Public Relations, New York, and John L. Wilks & Associates, San Francisco, have agreed upon an affiliation of their companies, which offer Negro market counsel and programming.

Pickering Joins Wilson-Carr

John Pickering Jr. has been appointed New England representative of *Production Equipment*, published by Wilson-Carr Inc., Chicago. He formerly was with Hitchcock Publishing Co.

Hershey Still Eyes Advertising, but Has No Present Plans

HERSHEY, PA., April 4—Hershey Chocolate Co. "ain't saying we are and we ain't saying we ain't" going into advertising, but it is a move the company is "constantly looking into."

Questioned at the annual meeting last week, S. F. Hinkle, president, raised the perennial agency hope that Hershey would at last launch into advertising. He said advertising would bring increased sales volume, particularly with new products brought out in recent years, but that the cost of advertising might cut profits.

Richard Zimmerman, administrative assistant, told ADVERTISING AGE that Hershey was constantly looking at the possibility of going into advertising, but that there seemed no likelihood of its happening at present.

■ He said Hershey has not invited presentations nor is it looking for an agency. In the past couple of years "half a dozen to ten agencies" have called or written soliciting the business, he said. However, the feeling in the company is similar to the feeling "one year or five years ago."

For at least five years, Hershey has used cooperative advertising, based on a standard contract allowance of a few cents per case during a specified advertising period. The allowance applies on a nationwide basis, since Hershey does not break down its markets geographically. In the past few years, this cooperative advertising has been done a little more heavily than before.

■ The cooperative system applies to new products, such as the vitamin fortified chocolate-flavored syrup introduced about two years ago (AA, Oct. 12, '59). Launched on a test basis in New York, Philadelphia and New England, the syrup has since achieved national distribution.

Hershey, he added, does not have an ad staff, and does not make up its own ads. "All ads are controlled by the market operations," Mr. Zimmerman said. =

EWRR Adds Two Accounts; Names Julian, Mowry

Erwin Wasey, Ruthrauff & Ryan, New York, has been named to handle advertising for Otarion Listener Corp., Ossining, hearing aid manufacturer. An increased program is planned, with an ad budget of about $500,000. Roberts & Reimers formerly handled the account. Michael Julian, who handled Otarion at the Reimers agency, will continue to handle it at EWRR.

EWRR also has been named to handle a newly formed engines and equipment division of Outboard Marine Corp., Waukegan, Ill. The agency also handles the company's institutional campaign and its Gale, Lawn-Boy, Pioneer and Cushman lines. Charles J. Mowry, formerly an assistant ad and sales promotion manager of Carrier Corp., Syracuse, has joined EWRR's Philadelphia office as an account executive.

'New Yorker' Ad Volume Up, Net Profit Down

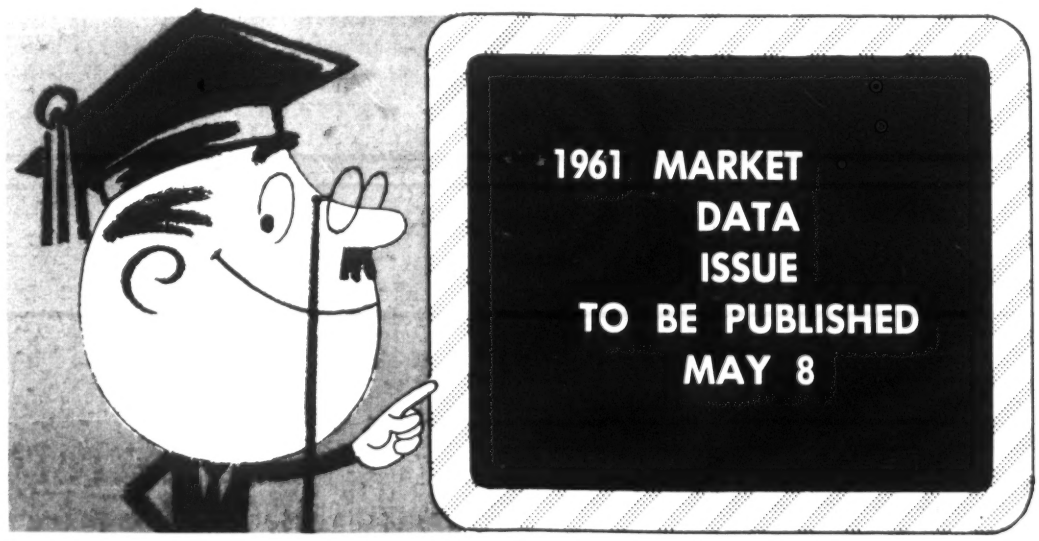
New Yorker Magazine Inc. reported advertising income of $15,752,462 for the year ended Dec. 31, 1960, compared with $14,860,692 the year before. At the same time, net profit declined from $1,985,785 to $1,866,138.

Black, Little Adds Two

Black, Little & Co., Newark, has been named to handle advertising for Paper Mill Playhouse, Millburn, N. J. Williams & London formerly handled the account. The Belgian Economic Ministry has named Black, Little to handle advertising for the Belgian Industrial Information Service.

Lirtzman Moves to Nowland

Dr. Sidney Lirtzman, formerly with the Center for Research in Marketing, Peekskill, N.Y., has joined Nowland & Co., Greenwich, Conn., as associate director of research.



SEVEN

New York retailers each spent more than

$1 million

last year in The News!

...And these seven retailers combined invested $11,500,000 in The News in 1960!

Retailers, as a rule, do not advertise to build a corporate image, acquire prestige, or impress competitors. They buy advertising to draw buyers, move goods, ring cash registers, beat last year's figures, and make money. They learn which newspapers are productive by day to day trial and error. And they put more of their money where they get more of their business.

In New York they buy more space in The News, and have in each of the last 30 consecutive years. In the last year alone retailers invested over $33,000,000 in this one newspaper—more than they spent in any other New York newspaper. Reason: results!

Can any general advertiser find a better index of productivity? No medium delivers more sell for the money than The News. Details, any News office.

THE NEWS

New York's Picture Newspaper...

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17 . . . Tribune Tower, Tribune Square, Chicago 11 . . . 634 Buhl Building, Detroit 26 . . . 1405 Locust St., Philadelphia 2 . . . 3460 Wilshire Boulevard, Los Angeles 5 . . . 407 Lincoln Road, Miami Beach 39 . . . 155 Montgomery St., San Francisco 4 . . . 3 & 5 Warwick House St., London, S.W. 1

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

LAST CHANCE FOR SHOPPER BUYING HABITS DATA!

Supplies of both our Seventh Annual *Survey of Super Market Shoppers* and our Third Annual *Survey of Drug Store Shoppers* will soon be exhausted, at the present rate of demand. For that reason, this is the last offer we will be able to make on either of these 1960 Surveys.

* * *

Response from advertiser and agency people has been enthusiastic, to say the least. The *Super Market Survey*, delving into consumer attitudes toward non-food items, trading stamps, advertised specials, special store departments—has provided answers to be found nowhere else.

* * *

The *Drug Store Survey*, taking up questions such as where consumers prefer to buy specific items of merchandise like vitamins, cough and cold memedies, baby needs, and so on; readership of drug store advertising; attitudes toward self-service stores—gives a new insight into Mr. and Mrs. Average Drug Store Shopper.

* * *

As we said, however, this is the last offer on these 1960 Surveys. In a few weeks there simply won't be any more available. So order now! Clip one crisp dollar bill, for each Survey you want, onto your letterhead, and send it to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio. We'll ship your order postpaid—and promptly!

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE: Palmolive Bldg. PHILADELPHIA OFFICE: 1405 Locust St.

PLAYING HOST—*What goes on at an agency after hours? Some nights it's a school session, as the recent evening when students, enrolled in an ad course at City College, toured Erwin Wasey, Ruthrauff & Ryan, New York. Gerald Miller, copy chief (arm raised), shows the group through the international department. At right Santo Pulise (left), art director, explains how a Cheese of Holland ad was developed.*

4 of 7 '60 'TV Guide' Award Winners Are Renominated for '61

RADNOR, PA., April 4—Four of the seven winners of the 1960 *TV Guide* awards have again been nominated by television viewers for the 1961 awards.

In the nationwide balloting, viewers nominated five personalities or programs in eight categories. CBS-TV won 18 nominations; NBC-TV, 17; and ABC-TV, five. The ballot was in the magazine's Feb. 18 issue and the final ballot was in the March 25 issue. Results of the voting will be announced on the "*TV Guide* Award Show" on NBC-TV, Tuesday, June 13 from 10 to 11 p.m., EDT. The 15-minute awards portion will originate live in New York and Hollywood. The show will be sponsored by Thomas Lipton Inc.

■ The 1960 winners who won nomination again:

• Raymond Burr, most popular male performer; Loretta Young, most popular female performer; "Huntley-Brinkley Report," best news or information show; "Perry Mason," favorite one-hour-or-longer series.

• NBC-TV programs and personalities won four of the five nominations in the category of best single news or information program. CBS-TV earned four of five nominations in the best news or information series category.

In the favorite male performer category, CBS and NBC each had two nominees: Raymond Burr and Red Skelton, CBS; Perry Como and Jack Paar, NBC. ABC was represented by Robert Stack. Dinah Shore, Barbara Stanwyck and Loretta Young were nominated from NBC in the favorite female personality, while Carol Burnett was nominated from CBS and Donna Reed, ABC.

■ Here are the nominees:

• Favorite series (any type or length): "Bonanza" (NBC); "Hennessey" (CBS); "Perry Mason" (CBS); "The Untouchables" (ABC); "Wagon Train" (NBC).

• Best single musical or variety program: "Astaire Time" (NBC); "Belafonte—New York 19" (CBS); "Bobby Darin and Friends" (NBC); "An Hour with Danny Kaye (CBS); "Sing Along with Mitch" (NBC).

• Favorite new series (any type, any length): "Checkmate" (CBS); "The Andy Griffith Show" (CBS); "Hong Kong" (ABC); "My Three Sons" (ABC); "Route 66" (CBS).

• Best single dramatic program: "The Heiress" (CBS); "Macbeth" (NBC); "The Prisoner of Zenda" (CBS); "Time Remembered" (NBC); "Vanity Fair" (CBS).

• Best single news or information program: "CBS Inauguration Coverage;" "NBC Convention Coverage;" "NBC Election Night Coverage;" "NBC Inauguration Coverage;" "Panama-Danger Zone" (NBC).

• Best news or information series: "CBS Reports;" "Douglas Edwards News" (CBS); "Eyewitness to History" (CBS); "Huntley-Brinkley News" (NBC); "The 20th Century" (CBS).

• Favorite male performer: Raymond Burr (CBS); Perry Como (NBC); Jack Paar (NBC); Red Skelton (CBS); Robert Stack (ABC).

• Favorite female performer: Carol Burnett (CBS); Donna Reed (ABC); Dinah Shore (NBC); Barbara Stanwyck (NBC); Loretta Young (NBC). #

Himan Brown to Syndicate Radio 'Inner Sanctum'

Himan Brown, whose "Inner Sanctum" productions were a great favorite in the old days of radio, will offer this eerie program to radio stations on a tape syndication basis starting in the summer. The show will be produced and distributed by Mr. Brown's company, Himan Brown Radio & Television Productions, New York.

"Inner Sanctum," which had a brief run on tv several years ago, will be offered to radio on a five-a-week basis. These hour productions will be original mysteries created for radio. Prices for five programs weekly will range from $250 to $600, depending on the size of the market.

CIBA Reports Sales, Profits

CIBA Ltd., Basle, leading Swiss chemical company, has reported earnings of $6,700,000 on worldwide sales "in excess of $260,000,000" for 1960. The company said that U.S. sales of dyes, plastics, pigments, pharmaceuticals and other chemical products totaled $78,000,000, double the 1951 volume and second only to the record high of 1959. CIBA operates a number of wholly owned subsidiaries in the U.S., the most prominent of which is CIBA Pharmaceutical Products, Summit, N.J.

Branham Names Campbell

Thomas B. Campbell, a vp of Branham Co., New York, newspaper representative, has been named exec vp to replace Joseph F. Timlin, who resigned.

Industrial Admen Fail to Sell Ads to Management, Chicago AIA Panel Says

CHICAGO, April 4—Industrial advertising executives can blame themselves primarily for not being "accepted" by the managements of their respective companies.

This was the consensus last week at a luncheon meeting of the Assn. of Industrial Advertisers. The principal speakers were Ed Parker, ad director of American Steel Foundries; Walter Morton, vp of Russell T. Gray Inc.; and Roland Werth, of McGraw-Hill.

Mr. Parker charged that industrial admen have failed to sell their managements on the value of advertising, and added that too many of them "were wrapped up in the Madison Ave. image."

Many an ad manager, Mr. Parker said, "will not associate himself with his company's over-all marketing and selling problems. He prefers to sit back and cry about his fate."

■ Mr. Morton maintained that the industrial ad field has a good story to tell and has a clean reputation. "We're in a profession; we know our business and we practice it," he said. "Let's sell the significance of our field and let's get advertising out of the dog house.

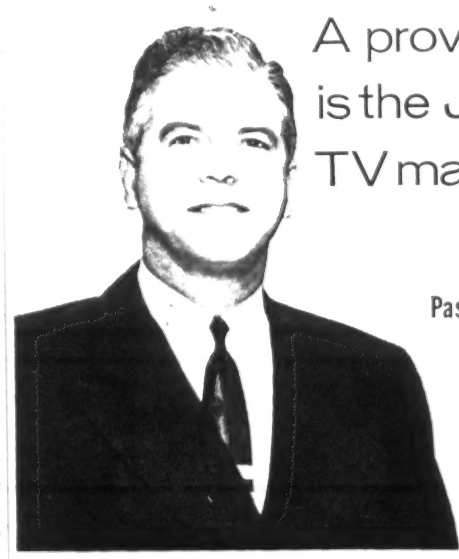
"The system is not against the ad manager; he is against the system," Mr. Morton continued. In answer to a question from the audience, Mr. Morton said that his agency has had its greatest successes with clients which have strong ad managers. "There is no substitute for a smart, strong ad manager who knows what he wants to accomplish," he said.

Contrary to some opinions, Mr. Werth said he thought the industrial ad field was just as glamorous as the consumer advertising business. He said that the executives that he has met in the industrial field are "just as sharp or sharper" than their counterparts in the consumer field. #

Fisher Adds Seaquist Valve

Seaquist Valve Corp., Cary, Ill., manufacturer of Sea Spray NS-31 and other aerosol dispensing valves, has appointed M. M. Fisher Associates, Chicago, to handle its advertising and sales promotion.

"America's new economic strength lies in the South.



A proven leader is the Jackson TV market area."

Past President, American Muncipal Association

ALLEN C. THOMPSON

Mayor, Jackson

WJTV Katz 12 WLBT Hollingbery 3

Serving the Jackson, Miss., Television Market

Consumer Counsel Office Studied at White House

(Continued from Page 1)

tioned frequently as the likely person to head the Office of Consumer Counsel when it is set up. Yesterday's meeting was described as exploratory, with the council interested in her views on consumer problems.

"So far," said Mr. Gordon, "we are simply calling on her for the benefit of her views. We are not at the point of setting up such a unit. We are seeking information on the best way to set it up."

■ The first specific statement on the current White House thinking on the Office of Consumer Counsel had been registered during a speech Tuesday at the National Press Club, by Dr. Walter Heller, chairman of the Council of Economic Advisers.

Dr. Heller was asked if it was appropriate for special interest groups to be represented on the White House staff. "Would the proposal for an Office of Consumer Counsel be a step in that direction?"

In his reply, he said he recognized that many government agencies were concerned with the problems of consumers. He mentioned the Attorney General, the General Services Administration, and the White House office of James M. Landis as examples.

There are departments for labor, commerce and agriculture, he observed, and there is a feeling that there should be some unit that looks out for the consumer point of view, too.

■ The nature of the Office of Consumer Counsel is still undecided, he reported. With a view toward resolving this, he reported that the council was planning to use Dr. Persia Campbell as a consultant.

While the White House was running up the "go slow" flag on the Office of Consumer Counsel, other government units in the executive department and in Congress were registering their intentions of providing more representation for the consumer point of view.

In a speech at Urbana, Ill., Agriculture Secretary Orville Freeman said he hopes to "re-establish" a consciousness of the consumer's interest in the day-to-day activities of his department.

"This will range from providing staff personnel with the responsibility of representing consumer views to a determined effort to seek greater consumer counseling on the regulatory functions of the department.

"At times it appears that the public does not associate consumer activities with the department," he commented. "And in some cases I suspect the urban family does not even know that the department provides many consumer services."

■ At the department, officials said that plans for consumer representation in the department are still flexible.

As one step to assure recognition for consumers, the Secretary said all future rule-making on matters affecting the public will be done in public. As an example of change, he cited hearings now under way in five cities on proposals dealing with the amount of moisture which is to be permitted in canned hams.

■ On Capitol Hill, fourteen senators added their names as co-sponsors of legislation introduced by Sen. Maurine Neuberger (D., Ore.) last week to set up a select committee on the consumer. Moreover, Sen. Estes Kefauver (D., Tenn.) was reported ready to reintroduce his proposal for a Department of Consumers.

Earlier, when reports of a move to set up an Office of Consumer Counsel in the White House were circulating, Sen. Kefauver termed this "an important first step" toward his goal of a special department. =

Magazine circulation is at an all time high TODAY!

Magazines Give People Ideas

EVERYBODY'S DOIN' IT—*The Magazine Advertising Bureau is pushing readership power of magazines via a ten-week, full-page $175,000 campaign in newspapers in four cities (see story on Page 42).*

Trimount Returns to Radio, Sets TV, Print Drive

BOSTON, April 6—Trimount Clothing Co., manufacturer of Clipper Craft suits, coats and sport clothes for men, absent from radio for several years, has returned to the medium in a campaign that also includes tv and print.

An early sponsor of the Dorothy Thompson news commentary on Mutual before World War II, Trimount has ordered 12 participations per weekend for four weeks starting Aug. 26 on NBC Radio. Bob and Ray have recorded four commercials in which a mock trial is held for an income tax evader. The defendant is asked how he can afford to wear the "authentic look" (Trimount's theme) on his salary. Stores carrying the Clipper Craft brand are expected to buy tie-in ads on NBC affiliates.

Trimount also will launch its first tv effort on NBC-TV's "Today." One commercial per week for four weeks will promote Clipper Craft. Two of the ads will be paid for by Trimount, while E. I. du Pont de Nemours & Co. will pick up the bill for the other two. Retailers in about 40 cities are expected to buy local cut-ins with their co-op budgets.

■ A consistent national print advertiser, Trimount this year will run a page in the June 6 *Life* and a color page in June *Playboy*. In addition, the company will carry a 36" ad in 109 college newspapers to promote its Ivy League summer fashions. The college ads started in the South in February and will move north when the warm weather until the school year ends. These ads list local dealers.

Trimount's agency is Henry Bach Associates, New York. =

Moullin Joins Lew Pollack

Andre G. Moullin, formerly director of sales of Peter Elger Productions, has joined Lew Pollack Productions, New York, as vp and sales manager.

Last Minute News Flashes

Iron City Beer Consolidates at Ketchum

PITTSBURGH, April 7—Pittsburgh Brewing Co. has consolidated its Iron City beer account at Ketchum, MacLeod & Grove, which had been handling the baseball broadcast portion since 1957. Smith, Taylor & Jenkins, Iron City beer agency for 23 years, reportedly lost its share, estimated at about half of the $1,000,000 total, because the brewer felt two agencies didn't provide "continuity and coordination." A factor in Ketchum's favor was said to have been its "Beat 'em, Bucs" campaign for Iron City (AA, Sept. 26, '60).

'Paris-Match' to Launch English Language Edition

PARIS, April 7—*Paris-Match*, France's leading consumer magazine, plans to launch an English language edition next year, with copies to sell in the U. S. for 25¢ *(see "On the International Scene," on Page 76)*.

9 Agencies Seek S. Dakota Highway Account

PIERRE, S. D., April 7—Nine agencies made presentations yesterday for the South Dakota highway department's publicity division account, which may bill $180,000 this year. A decision on who will get the account will not be made before April 18. The agencies included Dean Nauman Advertising, Rapid City, S. D., the incumbent; Aubrey, Finlay, Marley & Hodgson, Chicago; Rippey, Henderson, Bucknum & Co., Denver; Maurice Paulsen Advertising and Rohn & Associates, both of Sioux Falls, S. D.; and Knox Reeves Advertising, Willis & Borg, William L. Baxter Advertising, and Graves & Associates, all of Minneapolis.

Stroh Asks Zimmer, MJ&A for Presentations

DETROIT, April 7—Stroh Brewery Co. reportedly is looking for a fresh approach to its advertising and has asked for presentations in early May from two agencies, MacManus, John & Adams and Zimmer, Keller & Calvert, the present agency. The account bills an estimated $2,000,000-plus.

Bulova Shifts to SSC&B; Other Late News

• **Bulova Watch Co.**, which in January, 1960, switched its radio and phonograph advertising from McCann-Erickson to Sullivan, Stauffer, Colwell & Bayles, New York, has decided to make an identical switch on July 1 on its watch account. SSC&B picked up $1,000,000 in Bulova billings 15 months ago and now adds the $4,000,000 watch appropriation. The radio-phono move out of McCann stemmed from "certain product conflicts"; the watch switch was attributed to a "desire to consolidate our account."

• **Automotive Service Digest**, Chicago, has been sold to Gasoline Retailer Inc., New York, for an undisclosed price. *ASD*, which has been published for 50 years, will be combined with *Gasoline Retailer*.

• **William C. Sproull**, associate director of public relations of Burroughs Corp., Detroit, has retired after 41 years with the company. Mr. Sproull was director of advertising for many years until a reorganization last year (AA, March 14, '60). He is a past president of the Assn. of Industrial Advertisers and a director of the Audit Bureau of Circulations.

• **Sidney G. Stricker Jr.**, former vp and director of advertising of Schenley Industries, New York, and former president of its I. W. Harper-Ancient Age Distilling Co., has been named to the newly created title of vp in charge of marketing of Revlon Inc.'s international division.

• **Automobile dealer groups** in Detroit and Middletown, O., will conduct intensive selling pushes this month with assistance from ad media and Armco Steel Corp. Detroit Automobile Dealers Assn. will spend $25,000 in newspapers, tv and radio during a two-week campaign starting April 17, backed by free promotions by media. Armco, the largest employer in Middletown, will supply steel helmets and display material to all car dealers, who will use newspapers, radio and tv during a three-week campaign starting April 10.

• **International General Electric**, with Grant Advertising, New York, for about 15 years, is interviewing agencies. The advertising director, George E. Kendall, commented: "We are talking to other agencies. Our account is still at Grant."

• **Hilton Hotels Corp.** has appointed McCann-Erickson to handle advertising for its hotels in Hawaii, Mexico, Panama and the entire Caribbean area. Needham & Grohmann is the previous agency.

• **Robert O. Howard**, formerly advertising and sales promotion manager of B. F. Goodrich's associated tire and accessories division, has been named advertising manager of the international division, succeeding Al Semegen, who has resigned.

• **The American Medical Assn.** will run seven-column ads in 29 newspapers on April 19 to oppose H.R. 4222, a bill which calls for medical care for the aged under the Social Security program. The association ran a similar ad last year (AA, Aug. 22, '60) in 12 newspapers supporting the Mills bill in the Senate. The current campaign holds the Kerr-Mills law is adequate. Klau-Van Pietersom-Dunlap, Milwaukee, is the agency.

• **Salesweek's** future was in the balance as AA neared press time. The magazine, launched 18 months ago by Vision Inc. and National Sales Executives, will figure prominently in meetings of NSE's financial and executive committees in Milwaukee this weekend, and NSE promised a statement April 10. Sources close to NSE indicated that June 26 has been set as a termination date for the present contract with Vision Inc.; thereafter, *Salesweek* probably will be published in a different format. William E. Barlow, president of Vision, denied reports that the contract would be terminated on that date and said the magazine would continue in its present format.

• **Schmidt's of Philadelphia** is moving into the New York metropolitan beer market in a big way, launching "the greatest tv effort ever made in the city by an out-of-city brewery." A saturation program of 10 and 20-second spots began this week on four stations. Schmidt's, fourth-ranking brewery in the East, said it had been studying the move for ten years. Ted Bates & Co. is the agency.

• **Delaware Valley Chrysler & Imperial Dealers Assn.**, Philadelphia, has signed Young & Rubicam to handle its advertising. No budget has been allocated by the new 37-member association. Y&R has the Detroit dealer account, in addition to the national Chrysler-Imperial account. This represents the first expansion in other metropolitan areas.

Martinson's Coffee Is Now Perking at Grey

(Continued from Page 1)

promotion. Grey demurred, saying the figure was closer to $1,500,000.

Grey reportedly agreed to handle Chock Full O'Nuts past a 30-day termination date until it tapped an agency, or until May 15—whichever came first.

■ Kaffeeklatchers said the new Chock Full O'Nuts agency would either be Compton Advertising, which appeared to be after the account, or Donahue & Coe, which said it wasn't.

The president of Martinson's, Jerome S. Neuman, said Grey's record with Chock Full O'Nuts (client volume rose from $5,542,441 to $15,573,647 from 1955 to 1960) was "in part" responsible for Martinson's decision. An "excellent presentation by Grey" was the top factor, Mr. Neuman said, adding that Martinson's wanted a "fresh approach."

"The decision was by us, not by Beech-Nut, which merely sets general policy," he said. Charles W. Hoyt Co. handles the Beech-Nut coffee account.

Martinson's will give Grey "carte blanche" in the idea department. "The agency will not be tied down by whatever we've done in the past. If it produces, there's no limit to how much Martinson's will spend," he said.

■ Martinson's calls its coffee a "premium" product ("We're even higher than Chock Full O'Nuts—'few cents more'"). It sells 55% of its vacuum product via 1 lb. red and blue tins, through grocers, chains and supermarkets. The other 45% is sold to about 10,000 restaurants and hotels, mostly in New York.

Until now, Martinson's has not cross-merchandised its restaurant and retail sales phases. Chock Full O'Nuts, on the other hand, has plugged its own vacuum and instant product—sold via retail outlets—in the company's restaurants.

Jomar instant, in 2 oz. and 5 oz. sizes, has accounted for 20% of Martinson's ad budget. A 10-oz. size may come out, "depending on the market," the company said.

Grey will deploy most budget strength within a 150-mile area, with New York as the hub, which accounts for 75% of the company's volume.

Anderson & Cairns will continue to handle Aborn's coffee and Aborn's instant coffee, which Martinson's also produces.

'KING SIZE' YUBAN OFFERED AT 30¢ OFF

NEW YORK, April 7—General Foods has launched a campaign, including direct mail, for its new "king size," 9 oz. jar of instant Yuban coffee.

The promotion offers 30¢ off on the jar, which allegedly has "40 extra cups of the world's richest coffee." The Yuban mailing piece is a four-color, two-fold design with a coupon redeemable until July 1. =

L.A. Times-Mirror Co. Buys Jeppesen & Co., Denver

The Times-Mirror Co., Los Angeles, has purchased Jeppesen & Co., Denver publisher of technical flight information and flight operations manuals. With an annual volume of more than $3,000,000, the aeronautical publishing company has 192 employes in Denver and 46 in Frankfurt, Germany. It will continue to be headed by E. B. Jeppesen, president.

McCann Adds Murphy —Plus L.A. Coke Bottler

(Continued from Page 1)

Mr. Murphy—is that he will retain the L.A. account at McCann and handle Bubble Up's $500,000-plus billings out of an independently operated shop.

■ Mr. Murphy's unique position with the two accounts stems primarily from a phenomenally successful introduction of Bubble Up into the volatile Southern California soft drink market, and an equally successful campaign for Coca-Cola over the past year.

The Murphy-Coke combination dates back to 1959, when Murphy Associates was assigned to introduce Bubble-Up into the Los Angeles market. To the annoyance of Coca-Cola's Atlanta headquarters, the bottler moved an incredible 600,000 cases of the lemon-lime drink in the introductory period with an advertising merchandising campaign based on a sampling of six regular-size Cokes with purchase of one Bubble Up six-pack.

■ In May, 1960, Chase Sweetser, president of L.A. Coke, assigned the Murphy shop to create a concentrated campaign for king-size Coke. The appointment caused something of a stir in the Coca-Cola bottling complex, since the parent company previously had stipulated that its franchised bottlers use material supplied by the national agency, McCann-Erickson.

But at Bubble Up Corp. headquarters in Peoria, Ill., Steven R. Koch, advertising director, told ADVERTISING AGE that "we are eminently satisfied with the advertising and marketing concept Murphy Associates has brought the handling of our account. We therefore contemplate no change in the assignment of our account, nor do we think one will be necessary." There was also a question at the time whether the parent company would extend co-op ad funds to support the independent campaign. According to Mr. Murphy, funds were not requested nor were any received.

Mr. Murphy reportedly set more teeth to grinding in Coke's headquarters and McCann-Erickson by appearing at a meeting of bottlers in advance of the L.A. campaign last year and citing the inroads on Coke's once-dominant market position by rival Pepsi-Cola. The bottlers, some from as far away as Minneapolis, were reportedly so impressed with Mr. Murphy's approach to Coke's advertising that many subsequently used his campaign, based on a "think big" theme and employing offbeat Stan Freberg radio commercials ("The Freedle Family Singers, 100 voices and a canary"). #

Chirurg Report Lists Billing at $11,000,000

NEW YORK, April 6—Chirurg & Cairns, one of the few agencies that publish an annual report, has just published another for 1960 to remind all and sundry that it's still in the swim.

The latest annual report is titled, "Anyone for a gondola?" The answer is provided on successive picture pages (with type lines) that spell out the agency's message as follows:

"Venice is a beautiful city but the canals reek of offending odors. But add the gondola, and Venice is a charming city, filled with sweet love songs.

"The city is the same, but the gondola is the idea that sells! Sales too are built through ideas, and ideas are what we sell—to people in every occupation, by every means of communication."

The agency adds a few more pages to the effect that, "We're set up to do it efficiently."

■ Billings presently are over $11,000,000; total current assets are $1,175,059, an increase of $306,392 over 1959, the report says. #

Olin Aims to Boost Cellophane Use on Meats with Recipes

NEW YORK, April 5—Packaging Division Olin—one of the new names created when Olin Mathieson Chemical Corp. decided to call self just plain Olin—has come up with its own recipe to boost sales of pre-wrapped meats in supermarkets.

Coincidentally, the package promotion Olin has devised will, the company hopes, beef up sales of its cellophane meat wrappers via —recipes.

They're a part of a kit which Olin is furnishing to supermarket operators who will pre-wrap meat products. One packet of recipes—which the grocer can tuck between the meat and the transparent wrapper—tells how to prepare "imperial pot roast," the other, "sweet-pungent pork loin." Molding display strips, in turn, promote the recipes.

■ Other kit items are a four-color display poster which shows a sliced pot roast; newspaper mats for the markets' local ads; a tabloid paper telling operators how to carve out top sales via the kit; and a "sales sparker" suggestion—part of a regular Olin series—that supermarkets tie in with a display of an easy-to-slice pork cut.

Good Housekeeping, via a three-insertion, one-column ad that started in April, received the only advertising aimed at consumer acceptance of pre-wrapped meats. Olin's over-all 1961 budget for its film phase of packaging (i.e., cellophane) however, totals $175,000.

Through its agency, Doyle Dane Bernbach, Olin has bracketed that amount for campaigns via "dozens of business publications" serving the baking; cooky and cracker; snacks; candy; converter; general packaging; and tobacco fields. #

Pennsylvania House Passes Bill Restricting Outdoor

The Pennsylvania house has passed, 165 to 23, an administration bill which would virtually eliminate outdoor advertising from interstate highways. It will next be considered by a senate committee. Enactment of the bill is expected, as some $6,000,000 in federal interstate highway aid depends upon its passage.

The measure provides for the purchase of signs erected along the interstate system since 1956, at an estimated cost of $3,000,000. It also calls for $100 fines and 30-day jail sentences for persons erecting illegal signs, which would be removed by the highways department at the owners' expense.

'Show Business Illustrated' to Bow Aug. 23 as 50¢ Book

Show Business Illustrated, Chicago, sister publication of *Playboy*, will appear on newsstands Aug. 23 as a 50¢ bi-weekly, aimed at both men and women. Hugh M. Hefner, publisher, guarantees a circulation of 350,000 during the first half year of publication. One-time, one-page b&w rate will be $2,150.

TEACHER—*James Webb Young, longtime vp and now senior consultant of J. Walter Thompson Co., meets with students in the college of journalism and communications of the University of Illinois. The James Webb Young fund for education in advertising was established last year in his honor at the college. It is supported by donations from the advertising profession.*

Users Must Help P.O. to Cut Its Costs, Belen Says

PHILADELPHIA, April 7—A high postal official told members of the Poor Richard Club today that business mail users must share the responsibility of helping the Kennedy administration close the gap between postal revenues and expenditures.

Assistant Postmaster General Frederick C. Belen said that fiscal responsibility dictates that the administration must "face up to the hard facts" involved in an $831,000,000 postal deficit. While President Kennedy will be asking Congress for rate increases to cover this deficit, Mr. Belen said, the administration hopes raising revenues "will be paralleled by the reduction of costs."

"As you, our biggest customers, utilize us as your biggest outlet," Mr. Belen declared, "you share with us the responsibility for answering questions which this administration must present to the more than 60,000,000 taxpayers who bear the burden of postal deficits."

■ Extending an olive branch to the users, Mr. Belen, who formerly was chief counsel of the House post office and civil service committee, said, "The past few years have adequately demonstrated that we can't solve the postal deficit by slogans or fanfare."

He said advertisers, large and small, comprise the department's biggest group of customers. He emphasized that the department realizes that advertising develops a high standard of living, "which hinges, to a large part, upon that industry and our service to it."

The spiral of rate increases can be stopped, he suggested, if users will cooperate with the department to reduce costs.

"We are powerless to reduce peak load," he said, "but you can do something about it. We are powerless to predict the variety of sizes and shapes and destination of mail in each mail bag. But you can do something about it. We are powerless to anticipate the times or the dates of large mailings of advertising matter. But you know this well in advance," he said.

■ The answer to cutting costs, he said, "lies in your own mailroom and in our group cooperation with you in anticipating peak loads, in spreading through the afternoon the mailing of your business letters, in anticipating with careful judgment your largest mailings, and in programming your mail to make the most efficient use of our facilities."

As an indication of what can be achieved, he reported that downtown Manhattan formerly dumped 300,000 pieces of mail into the post office at 2:30 p.m. and 6,000,000 pieces at 5:30 p.m. Through a cooperative program in big office buildings, the 2:30 pickup has increased to 3,000,000 pieces and the cost of handling mail was reduced by $1,000,000. #

Westinghouse Outlets Plan Series to Vie With Paar Show

NEW YORK, April 7—NBC Productions, the new production subsidiary of Westinghouse Broadcasting Co., will offer its 90-minute challenge to "The Jack Paar Show," starting June 5.

The Monday-through-Friday attraction, "PM East" and "PM West," will be carried on all five Westinghouse tv stations which currently have been getting higher ratings than the Paar show with their late movies in four out of five markets, Westinghouse said. Westinghouse, which has just started to sell the show, promised to keep the sponsor list down because the company "objects to the overcommercialization of the Paar show."

■ Westinghouse outlets which will carry the series are KDKA-TV, Pittsburgh; WBZ-TV, Boston; WJZ-TV, Baltimore; KYW-TV, Cleveland; and KPIX, San Francisco. It also will be syndicated to other stations.

Each show will be taped about three days in advance and shipped to the stations. "PM East," the hour segment originating from New York, is expected to be telecast on all stations at 11:15 p.m., EDT., followed by "PM West," the San Francisco taped half-hour at 12:15. Mike Wallace and Joyce Davidson will be permanent participants in the East, while Terrence O'Flaherty will serve as host from the West. The program will consist primarily of interviews with ordinary people who have exciting stories to tell, but will include autobiographies of and talks with celebrities also. #

Halibut Assn. Formed

Halibut producers of Alaska, British Columbia, Washington and Oregon, marketers of about 95% of North American halibut, have formed the Halibut Assn. of North America for consumer promotion of fresh and frozen halibut. Initially, the promotion will be limited to publicity and will be handled primarily by National Fisheries Institute. C. R. Pollock, executive secretary of Pacific Coast Oyster Growers Assn., Seattle, will also be executive secretary of the halibut group. Offices are at 66 Marion St., Seattle.

Ford Uses Half of Research Funds to Improve Ads: Eggert

DETROIT, April 4—Ford Motor Co. spends at least half its market research dollar for advertising and communications research, with the constant goal of improving the effectiveness of advertising in producing additional sales, a company official said today.

A good sales report is not enough, according to Robert J. Eggert, Ford division marketing research manager. The company wants to know how many *additional* sales are brought in by advertising, through a combination of the medium and the ad message.

Speaking before the t.f. Club of Detroit, Mr. Eggert said advertising is extremely important to Ford because the customer generally has decided what make of car to buy before he enters the showroom. The main part of the sales job, therefore, must be done ahead of time, through advertising.

■ Mr. Eggert said that automobile advertising must be action-getting, and must do much of the work of the salesman. The salesman then becomes a follow-up man on such things as color selection, discounting and optional equipment.

Ford's advertising research centers around seven key questions. Two of these involve media responsibility: Will the media reach the households in the market for an automobile, and will the ad be exposed to the individuals who make the buying decisions?

The other five questions involve the way in which the media and the message are combined:

- The extent to which the advertising makes a conscious impression on an individual.
- Ability of the ad to change favorably the attitude of an individual toward the product.
- Ability of the new attitude to create or change a purchase intention for the product.
- Extent to which the ad evokes action on the part of the individual by causing his exposure to a salesman or getting him into a dealership.
- Determination of additional sales produced by the ad.

■ In discussing the seven questions, Mr. Eggert pointed out that statistics are readily available on the first two questions involving media, but the statistics get thin as the questions progress.

Other questions come up, he said. For example, what medium is best to do a specific job; or would a combination of media be better? And, of course, what combination? And what is the chain effect of sales, via the "bandwagon" or word-of-mouth?

Mr. Eggert stressed the importance of the "change of attitude" question. Exposure and impression are key preliminary steps, but the ad accomplishes nothing until the person's conscious thinking has been changed.

"The mere transmission of information," he explained, "cannot be counted on to change people's attitudes or beliefs, or result in new learning on their part."

He added that there is evidence that people who are about ready to buy a car become more interested in reading ads that will give them information about the product they are interested in.

■ The "action" question also is vital, he said. Even if a person has decided to buy, little is accomplished until he goes to the showroom and exposes himself to a salesman. Nearly three-fourths of all car buyers end up with the make they originally had in mind.

Honeywell Shifts FC&B Portion to BBDO, C-M

(Continued from Page 1)

Mr. Bissell said his company has high regard for both BBDO and Campbell-Mithun. He also pointed out that Campbell-Mithun could not have taken the Micro-Switch division because of a conflict with another client—Cutler-Hammer Inc., Milwaukee.

BBDO and Campbell-Mithun did not make presentations for the business, and no other agencies were considered, Mr. Bissell said. The Micro-Switch division, which is located in Freeport, Ill., may be handled out of BBDO's Chicago office, he added.

In addition to Micro-Switch, BBDO will get Honeywell's apparatus control and semi-conductor divisions and its research center programs. BBDO has been handling the company's international division and engineering recruitment programs through its Minneapolis office, and Honeywell's electronic data processing and precision meter divisions through its Boston office.

Campbell-Mithun gets Honeywell's commercial, residential and home products divisions and corporate advertising.

■ Foote, Cone has had problems with Honeywell since the day it landed the account more than ten years ago from Addison Lewis & Associates, Minneapolis (AA, July 24, '50). Because of the highly technical nature of many of the Honeywell products, a tremendous amount of travel between Chicago and Minneapolis was required by agency personnel on the account. "The number of trips made monthly on the account was fantastic," one FC&B executive said.

Another headache which the agency never solved was the large personnel turnover on the account, particularly with creative people. Honeywell was the only industrial account handled by FC&B's Chicago office. It was difficult to teach copywriters to write about highly technical products and it was hard to keep them interested in writing about industrial products, particularly with a large number of more glamorous consumer products floating about the agency.

■ Honeywell was not happy about new creative talent working on its account. In addition, there were always frequent delays in getting corrections made in copy and campaigns approved because of the distance between client and agency. Honeywell had only the highest praise, however, for Robert Eppler, who was FC&B's account supervisor for several years.

The only disagreement between the agency and Honeywell was the amount of business paper advertising to be used. The agency had frequently recommended that the company cut down on its use of business paper advertising because of the frequent calls made on customers by Honeywell's big sales force.

Because of the wide variety and large numbers of products, the agency was compelled to prepare many different ads for a large number of publications. Thus, a big production operation was needed.

■ At a Honeywell sales meeting nearly two years ago (June 22, '59), it was disclosed that FC&B received only a straight 15% commission from Honeywell, and was the only one of the company's agencies which did not charge for layouts and revisions, except for special trips or research jobs. Thus, because of the numerous inter-city trips, frequent copy revisions and large production costs, the Honeywell account was not nearly as profitable as many others in the FC&B stable.

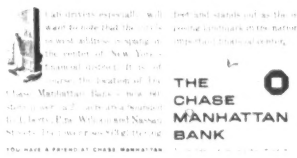
Because of the obvious high regard held for each other, there seems to be little doubt that FC&B never would have lost the Honeywell business if it had seen fit to open a Minneapolis branch office.

■ A hint of the communications problem came to light at Honeywell's sales meeting two years ago when Dean Randall, ad manager of the Minneapolis divisions, commented that the detached location of Minneapolis from Foote, Cone wasn't helpful. He also said that there was too great a lag between the time of excitement over engineering information and actual copy production.

He thought that the agency often didn't get pertinent information and strategy, but commented that Honeywell had a bad tendency to load the best FC&B men. On the other hand, he praised the agency's enthusiasm and its willingness to work hard on each division, its contact reports and its work control system.

The departure of FC&B leaves Honeywell with five U.S. agencies. In addition to BBDO and Campbell-Mithun, the other agencies and the business they handle are: Aitkin-Kynett Co., Philadelphia, industrial, valves, Davies, Rubicon and Brown Instrument divisions; Tool & Armstrong, Denver, Heiland division; and Louis K. Frank Co., Boston, Boston division. Cockfield, Brown & Co., Toronto, handles all Canadian advertising. ≡

"Where is 1 Chase Manhattan Plaza?"



WHAT'S HAPPENING?—*This is one of a series of ads being run by Chase Manhattan Bank in New York dailies and business publications to announce its new quarters. At the same time, Chase will continue its "nest egg" campaign. Compton Advertising is the agency.*

Frito, Austex Foods to Merge

Frito Co., Dallas, and Austex Foods, Austin, Tex., have announced plans to merge, effective May 1. The merger plan, subject to stockholder approval April 24 and 25, calls for Austex Foods and the canned foods division of Frito to be combined into a single operating division with headquarters in Austin. No changes in the companies' agencies are planned, John R. McCarty, Frito vp of advertising, said. Fitzgerald Advertising Agency, New Orleans, handles Austex; Tracy-Locke Co., Dallas, handles Frito's canned foods division and the southwestern division of Frito's packaged snack line.

Roslyn Lipps Joins Lubell

Roslyn Lipps, formerly with Dale & Finkels Advertising, has joined Lubell Advertising, New York, as an account executive.

Policy-Matic Sets Radio, Magazine Consumer Drive

Policy-Matic Vending Machines Co., new Atlanta manufacturer of life insurance vending machines for such locations as service stations, hotels and motels, has set a drive on radio and in magazines. Its NBC schedule will be run during peak traffic holiday weekends, starting with July 4. The effort will include from 30 to 40 commercials per weekend, made up of minutes and six-second spots, in "Monitor."

Policy-Matic also has scheduled an ad in May *Coronet* and plans to add *Life* and *Sunset* to its list. The agency is Daniel & Charles, New York.

Parmelee Named VP

Edward T. Parmelee, with Moloney, Regan & Schmitt, New York, for 13 years, has been named a vp of the newspaper representative.

TRUCK SIGNS

OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write

THE YARDER MFG. CO.
724 Phillips Ave., Toledo 12, O.

FREE PHOTO ALBUM

A tip from one advertising agency to other advertising agencies

or

How we paid for our Beechcraft Bonanza in seven months:

We are an advertising agency in Kansas City, Mo. We handle the Beech Aircraft account, located in Wichita, Kansas.

On March 29, 1960, we took delivery of a Beechcraft Bonanza. We have used it far more than we ever thought we would.

On October 17 came the payout. We received a tip on an account we hadn't known existed. It was in a city an hour away via Bonanza. We have received and forgotten many such tips. But that day, October 17, we decided, "The plane is there in the hangar, why not use it?" So we sent one of our top men away on a sheer gamble. Despite the fact another agency had been selected (but not yet notified), he persuaded the principals of the company to come to Kansas City for a two-hour meeting.

The session started at 1:30 p.m., October 19. It broke up at 7:30 p.m. We had the account. Since it is almost exactly the size of our average account, we were very happy to be appointed. And, by the way, it is growing tremendously within the few months we have been working on it (commercial).

In buying the plane, we had taken some of our own medicine. Our basic copy theme for Beech was, "Use your top men more and pay for a Beechcraft in a hurry."

Business aircraft fit the agency business as a banana fits its peel. For present business, new business and face-to-face decisions in a hurry at distant points, a Beechcraft is it.

It may take you eight months or two years to pay for yours, but what of it? Interested in making bucks? Write us.

Bruce B. Brewer & Co.

900 Walnut, Kansas City 6, Mo.

P.S.: As we go to press, we've just been notified of our appointment by another prospect—whose business we would never have solicited without our Beechcraft.

Admen Include Introverts, Readers of Homer, Honest Men, AA Readers Say

(Continued from Page 3)

club, drinking nothing but 12-year scotch, and driving two Jags. He is one of the recently indicted electric company executives. I am also talking about the family living in Manor Style with sheep dogs and twin swimming pools, and just recently off the congressional witness stand and the penetrating investigation of the Kefauver committee.

Of course, there across the four acre restricted hill and dale and trout brook lives my "old friend" and senior law partner of his firm who just recently received accolades for the manner in which he circumvented the law to grind into ignominious defeat and poverty a little old lady and her claim against a shyster corporation.

Bankers and brokers by the dozen dot the square miles of my community, having built their granite in-town fortresses and their country manses on the little per cents often made so covertly on many a shady and shaky issue.

Oh, I forgot our friend the Merchant Prince . . . the great giver of values and items heavily "discounted" from preticketed merchandise. And, just driving out of his long, winding, tree-shaded road is the town's Mr. Bones; a big man in medicine who would just as soon carve me as a barbecued steak so long as I could show him a Blue Cross-Blue Shield ticket.

Tomorrow I know my elevator starter will greet me cordially. The guy who owns the building will thank me for my check. The boy behind the counter will thank me for the dime at coffee-break time, and, everywhere I go, people will thank me sincerely as I pay my way. My wife still loves me and proves it in every way. The only thing I'm shaken about is my 20-some-odd-year status in my neighborhood. So I have called my better-thought-of real estate broker to find a buyer.

Next month I move into my office.

Shirley Katzander, Director of Promotion, 'The Reporter'

What I find most amusing is that advertising men see themselves as editorial people do. Editorial people, in turn, are usually (I have found) regarded by their neighbors in much the same way that advertising men are—unreliable, neurotic, difficult. (Someone, and I forget who, called it "pencil envy.")

Having worked both sides of the street, I find rather sad that between the advertising man and the editorial man there is a wide gap of suspicion, indeed contempt. God knows what would happen if ever they presented a united front.

T. P. McMahon, Thomas Patrick McMahon Inc., New York.

It's a horrifying thought to imagine the kind of things that are running through minds in Connecticut and other places.

It's a sound example of the power of the depress.

Arthur H. Baum, VP, Formfit Co., Chicago

After reading your first article this is the only time in my life that I have been somewhat ashamed of being "in advertising." True, I have always been on the advertising management side of the business and have never been affiliated with an agency, but I have never been able to separate my calling from that of the adman in the agency, in retailing or in any particular industrial classification.

The reason for my feeling of shame is not to find out what my friends (?) and neighbors think of me and my ilk, but to find out what my ilk think of themselves and me!

That only 5%, 8% and 7% respectively think of themselves as solid citizens, honest and reliable, is unbelievable and unthinkable. From this kind of self-analysis, it would appear that over 90% of the agency men interviewed ought to get out of the business or resign from the human race, for they haven't enough self-respect in their leprous minds to entitle them to consort with any animal above the anthropoid level. From the charts and text you have published it looks as if they all regard themselves as a super-race of Jimmy Valentines—brilliant and creative crooks!

How can we, as advertising men, stand in the face of the Packardian and Galbraithian criticisms if we are not, ourselves, convinced that we are solid, substantial men of the community, the nation and the world?. . . .

I could not help but be impressed with the "solid citizen" image attributed to banking, in the face of the not infrequent headlines about bank frauds, absconding and dishonesties. On the other hand, I never yet heard of a woman agency president who systematically looted her clients of millions of bucks over two or three decades!

It is my privilege to live in one of the suburbs that served to feed the motivation study you sponsored. It has, as noted, a number of advertising people living in it. They are a fine, sterling group as a whole.

I cannot regard these men as glib or superficial, as apparently 59% of the admen questioned saw themselves. Nor do I think the agency president whom I saw not too many months back reading Homer on the C&NW could qualify as an extroverted but shallow person. And the agency man of my acquaintance who devotes some of his energy to writing a weekly newspaper column and other articles can't have the opinion of himself that 24% of those questioned seem to have of themselves—that of irresponsibility.

If you found a doctor who felt he was a quack, or a lawyer who was ashamed of helping to preserve one of the bases of our civilization, or an architect who thought that all people should live in tents, what would you tell them?

You'd tell them the same thing I say to

the 60% of admen who think they're glib, superficial;

the 46% who'd prefer a next door neighbor not to be in advertising;

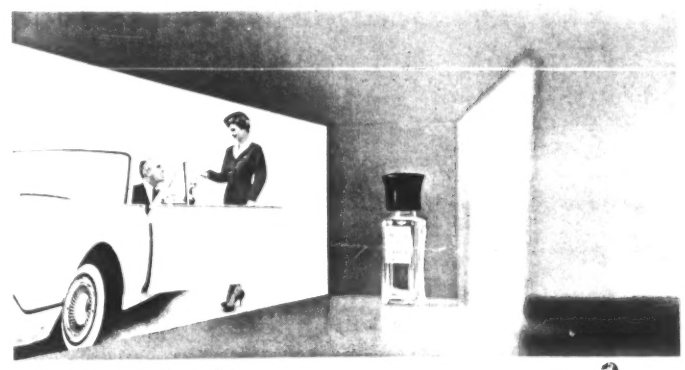
the 95% of admen who don't feel they or their fellows are solid citizens;

the 92% who consider themselves or their occupation dishonest;

the 93% who doubt their own reliability and responsibility; or

even the smaller percentages who do not think of admen as energetic or trend-setting or possessing some of the other traits probed . . .

. . . you'd tell them the same as I would. For the good of the country, for the good of advertising, and for your own good—get the h— out of advertising! I sure hope there's no one with our agency who is any whit less than 100% sold on himself and his associates as a leader and an honest citizen in every respect. If there is, for the peace of mind of both the agency and me, I hope I never find him! =



PERSONALIZED SERVICE—*When a man rents an Avis car, the company will mail a bottle of Lanvin's "My Sin" perfume to his "best girl," according to this color spread in the April 15 Saturday Evening Post. It's the company's first premium offer. McCann-Erickson is the agency.*

Market Researchers Become 'Corporate Bureaucrats': Oakes

CHICAGO, April 4—Too many market researchers have abdicated their responsibilities and become "sheltered corporation bureaucrats," Dr. Ralph Oakes, professor of marketing, Roosevelt University, charged at the business research conference sponsored by the university last week.

Prof. Oakes, outlining three main trends in marketing research, said these new "bureaucrats" are leaving the "controversial, exciting and promising work" in the hands of management consultants and motivation and operations researchers.

He noted, however, two positive trends: (1) There is less and less "vacuous interrogation" and more and more "useful experimentation" in marketing research; and (2) top management is making a better and broader use of marketing research as an aid in decision making.

The later trend Prof. Oakes called the most important and predicted that "a vp for marketing research will presently be part of the normal top management structure in large corporations."

■ Ted Rickard, marketing development director of Haywood Publishing Co., told a conference workshop that convenience packaging has been used by marketers to "upgrade" products—"actually, to improve profit margins and help recover soaring labor, raw material and manufacturing expense."

"Possibly no other packaging development has been so abused as the concept of convenience packaging. In too many cases the price of convenience has become exorbitant, and far too often the cost of the package far outweighs the real value of the product," Mr. Rickard said.

He predicted that the expected increase in the size of families will adversely affect convenience packaging. "The more children there are per family unit, the less money can be spent on mere convenience," he said.

■ John Randall, district manager of Watson Publications, told the same workshop session that advertising readership studies should not become justification of "why advertise," whether the results are pleasant or not.

He cited a case in his company's experience when a readership study, designed to show the penetration of various companies supplying components to appliance manufacturers, backfired.

"One company, which had been an advertiser for many years, never missing an issue, was shown to be so far out in front of competition that it cancelled its advertising to our industry. The explanation was that the advertising had accomplished its purpose—put them in front. What else could it do?"

Readership study results require understanding, Mr. Randall said. What it may do for advertising is limited only by the ingenuity of its users, he added.

■ "It is hard to realize that in 1946 only three industrial publications were attempting to prove that its subscribers read them and the advertising they carried—and to what extent. Today, more than 124 offer some type of readership study," Mr. Randall said. =

Swedish Parliament Gets Commercial TV Plan via Ervaco Ad

CHICAGO, April 4—To advance the cause of non-existent commercial tv in Social Democratic Sweden, AB Ervaco, Stockholm agency, ran a page ad in *Dagens Nyheter* last month, urging that limited program time be made available for "pure advertising programs" and the resulting profits of the state tv system be used for aiding underdeveloped nations.

Birger W. Angman, vp and head of the agency's international division, told ADVERTISING AGE today that Ervaco sought to give the government an extra, non-commercial reason for allowing commercial tv.

Mr. Angman, on a U.S. tour, explained that his agency's proposal envisions limited commercial programs, prepared by advertisers and consisting only of taped shows, called by "their correct name—advertising programs."

These programs, he said, should conform to the advertising codes of the International Chamber of Commerce and the Swedish Advertising Assn. Advertisers would not be allowed to exercise any form of control over regular (non-commercial) programs.

■ "Let the profit from commercial tv in Sweden go entirely for help where help is needed for progress and for the alleviation of human want. This would give the 'Sweden Helps' aid program an economic backbone, create good will and set an example for the world," the Ervaco ad, addressed to members of Sweden's Riksdag (parliament), concluded. =

Clissold Moves to Chicago

Walter N. Clissold, exec vp of Clissold Publishing Co., and publisher of *Hospital Management* and *Hotel Monthly*, who has been operating out of Washington, will move to the company's Chicago headquarters in June. James D. Snyder, now in the Washington office, will become eastern editor of the company's four publications, *Baking Industry*, *Drive-in Restaurant*, *Hospital Management* and *Hotel Monthly*.

Dodge Sets New Push for Trucks in Six Fleet Publications

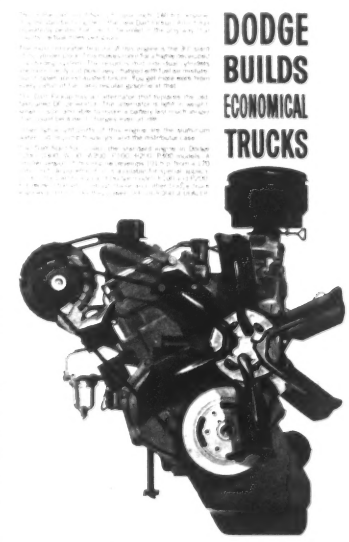
DETROIT, April 4—Rumors of the demise of the Dodge truck operation keep popping up from time to time, but Dodge's April ad campaign takes the starch out of the rumors. For the first time in history, Dodge is using a four-page, four-color truck ad in national and regional fleet books.

The ad, which features both the lightweight Dart pickup and heavyweight diesels, is running in April issues of *Commercial Car Journal*, *Fleet Owner*, *Go-Transport Times of the West*, *Southern Motor Cargo*, *Transport Topics*, and *Western Trucking*.

Dodge is supplementing the magazine schedule with a mailing to 720,000 light truck owners.

■ Industry truck sales are off about 11% this year, and Dodge has dropped off proportionately, while holding on to its nearly 5% share of the market. Truck sales traditionally climb in the spring, when good weather makes trucking activities more practical.

In addition to the April truck ads, Dodge is running two national newspaper campaigns for passenger cars. The first, breaking April 10 in 1,600 newspapers, features Dodge station wagons. The second campaign will break April 24 in as many papers, and will pit the Dodge Lancer against the Dart to stimulate interest in both cars. Batten, Barton, Durstine & Osborn is the agency. =



DODGE TRUCKS—*This is one page of a four-page, full color ad which Dodge will run for its trucks in six fleet publications.*

Wade Advertising Shifts Nelson, Appoints Dossett

Wade Advertising, Chicago, has named David N. Nelson, formerly associate research director, an account executive on Chocks, chewable children's vitamin, made by Miles Laboratories. Wade also has named John L. Dossett marketing and research manager, a new position. Mr. Dossett formerly was with Dow Chemical Co. as marketing and merchandising manager for Saran Wrap.

Davis Joins 'Sunset'

Paul O. Davis Jr., formerly a McCann-Erickson account executive in Los Angeles on U.S. Borax & Chemical, Automobile Club of Southern California, and Marineland of the Pacific, has joined *Sunset Magazine* as a senior sales representative in the Los Angeles office, handling western accounts.

Hutchins Consolidates

Hutchins Advertising Co. and its division, Hanford & Greenfield, are now both located at 42 East Ave., Rochester, N.Y.

OLD-TIME — *Seattle Packing Co. used this oldtime almanac style in its two-color newspaper pages for Bar-S brand ham. The pre-Easter ad ran in 14 dailies.*

Seattle Packer Reverts to Ancient Style for Ham Ads

SEATTLE, April 4—A two-color newspaper page produced in the style of an oldtime almanac was used by Seattle Packing Co. for a new twist to its Easter promotion of Bar-S brand ham in Washington and Oregon.

The ad, done under the heading of the Bar-S Enterpriser, is billed as "containing an account of happenings of note in the West, with particular & prejudiced attention to the matter of meats & other table delights."

Copy, by Roger Bye, of Miller, Mackay, Hoeck & Hartung, the Bar-S agency, mixes humor with sales promotion. "Social notes of interest & import by our Deadwood City correspondent" relate: "Cyrus Bleek, who last week bought Horsecreek Swamp at tax auction, had surveyors there this week dividing the acreage into building lots. The development is to be called Deadwood Downs."

A column headed "Kitchen Corner" details an oldtime recipe for baked ham, then concludes: "Or, why not just skip the whole thing, head for the store and pick out a Bar-S Holiday ham? Fully-cooked, boneless, waste-free. Work-free, too."

■ The color page was placed in the following dailies: *Aberdeen World, Bellingham Herald, Bremerton Sun, Eugene Register-Guard, Everett Herald, Longview News, Olympia Olympian, Portland Oregonian, Seattle Times, Tacoma News Tribune, Tri-Cities Herald, Vancouver Columbian, Wenatchee World,* and *Yakima Herald & Republic.* ≠

EUGENE BRISSIE

GLEN RIDGE, N. J., April 4—Eugene F. Brissie, 43, head of public relations and advertising of the Doehler-Jarvis division of National Lead, dropped dead March 26 at his home here.

Mr. Brissie lived in Toledo from 1949 to 1954, when he was director of public relations and advertising for Doehler-Jarvis. In 1954, after National Lead bought D-J, Mr. Brissie was transferred to the New York executive offices of National Lead and moved to suburban Glen Ridge.

Gerrard Names Peitscher, Janda

A. J. Gerrard & Co., Des Plaines, Ill., has appointed Peitscher, Janda Associates, Chicago, to handle its advertising. Gerrard is a specialist in strapping, packaging and car loading and bracing methods.

Troy McDaniel, 59, Texas Newspaper, Station Exec, Dies

HARLINGEN, TEX., April 6—Troy McDaniel, 59, general manager and part owner of KGBT radio and tv stations here, died April 1 in a San Antonio hospital following a heart attack. He was stricken while on a business trip. Mr. McDaniel, former advertising manager of *Valley Morning Star*, Harlingen, and former business manager of *Nevada State Journal*, Reno, had been in radio, tv and newspaper work 30 years. He was appointed general manager of KGBT in 1940.

ALICE THOMPSON

DALLAS, April 4—Alice Ray Thompson, 40, an account executive with the Don L. Baxter Inc. agency for two years, died March 29 in a Dallas hospital.

Miss Thompson had formerly served as a reporter with *Life* in New York for eight years. She had lived in Dallas for five years.

She was a member of the Dallas Advertising League and the Dallas Press Club. She was a member of St. Michael & All Angels Episcopal Church and was a graduate of the University of California. She was a native of Clarksville, Ark.

EDWARD SCHELLENGER

NEW YORK, April 4—Edward M. Schellenger, 63, advertising sales district manager in Philadelphia for *Chemical Engineering*, a McGraw-Hill publication, died March 24. Mr. Schellenger suffered a heart attack driving home from a meeting, and was found dead behind the wheel of his car in his driveway.

He joined *Chemical Engineering* in 1943 after working for *Harper's Bazaar, Esquire* and the Philadelphia Better Business Bureau.

JEFF GREY

CHICAGO, April 4—Jeff Grey, 39, art director of Fuller & Smith & Ross, Chicago, died here yesterday of a heart ailment. He started his advertising career in his native Australia. His first agency post was with Lintas in Sydney.

Mr. Grey came to F&S&R in 1948 as a staff artist. He left in 1955 to join Biddle Co. in Bloomington. In 1960 he returned to F&S&R as art director. Survivors include his wife Kim, a former F&S&R employe.

CLARENCE WORDEN

NEW YORK, April 5—Clarence Worden, 64, director of public affairs and assistant to the general manager of WCBS-TV, died yesterday at LeRoy Hospital of a heart attack.

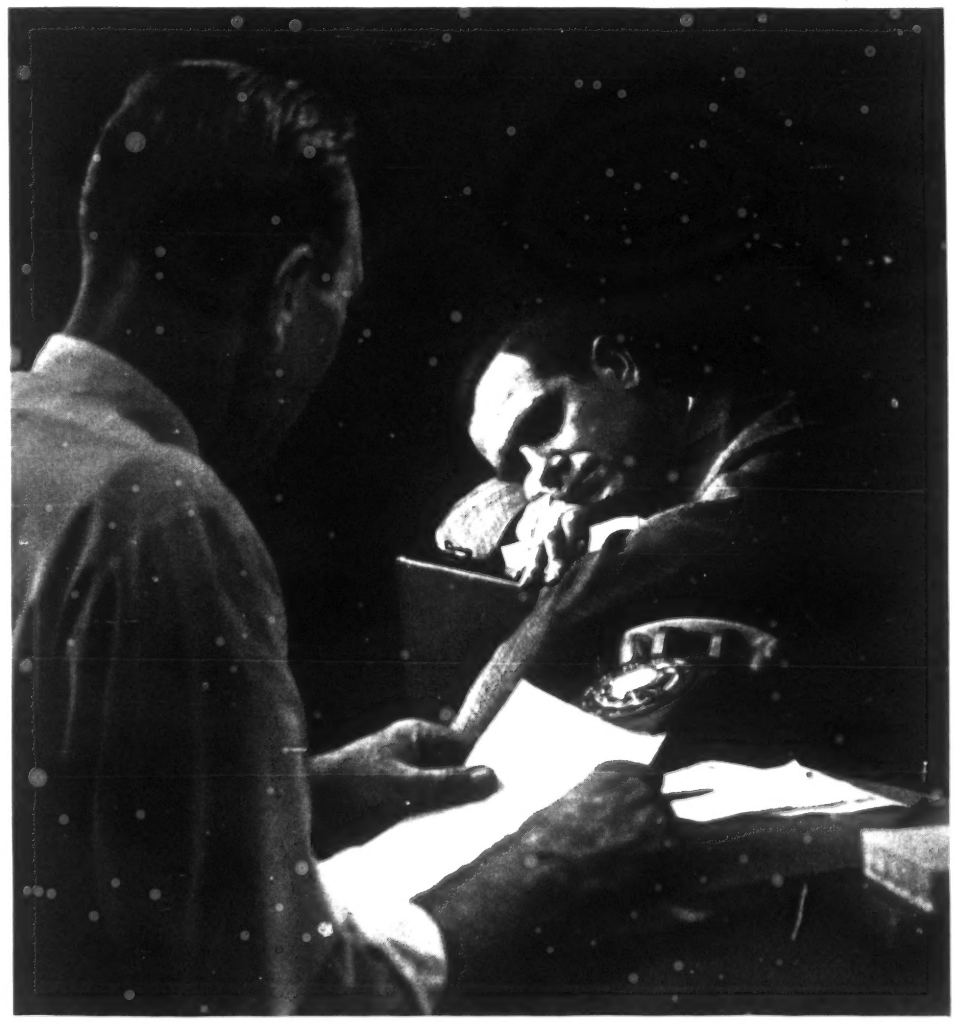
Mr. Worden joined CBS press information in 1939. He was named director of public affairs for WCBS, the radio station, in 1947, and assistant to the general manager two years later.

When WCBS-TV became a separate operation in 1950, Mr. Worden moved into tv, retaining both titles. He was in charge of all educational and public service programs, as well as commercial continuity acceptance. ≠

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Sleeping Beauty

(Or, whose time is he sleeping on?)



Take a good look at your print salesman the next time he comes in. Sure, he's a great guy. Sure, he's been doing your printing for years. Why, he's experienced enough to turn out quality work in his sleep. And that's just the trouble. Maybe he does handle your jobs in his sleep.

Think about it. How many times lately has he questioned a specification you gave him because he knew another way to do it cheaper? How many times has he rolled up his sleeves to work out for you a new binding technique, a more flexible press layout, a gang run, or split fountain color to give you more quality on the same budget?

How many times has he opened his eyes to your present printing problems?

If you're not sure what a hard-working good printer looks like any more, call us. Call or write for a man from Stern any time.

We're always wide-awake.

EDWARD STERN & COMPANY, INC. PRINTERS

Independence Mall, Philadelphia 5 MArket 7-6700
225 West 34th Street, New York 1 LAckawanna 4-8589
Investment Building, Pittsburgh 22 EXpress 1-1670

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

Florida publisher needs creative production man. Qualifications include artistic and writing ability, graphic arts technical knowledge and personal executive ability. **Contact Southern Publishing Company, Box 1228, Pensacola, Florida.**

ADVERTISING SPACE SALESMEN

One of oldest publishers in America looking for two experienced space salesmen, one for Northeast, one for West Coast. National magazine in specialized field. Substantial salary plus generous bonus arrangement. Per diem and travel expenses extra. Earning potential $20,000. Our staff knows of these openings. Write full details including resume to:

Box 4737, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALESMAN

Experienced calling on industrial accounts, to cover eastern territory for top management newspaper. Excellent potential for imaginative, enthusiastic and persistent salesman. Salary and commission arrangement. Please send complete resume, business references and salary desired in confidence.

Box 4738, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Call Miss Barnard
Young Industrial Copywriter
some acct. work
A-1 opportunity $700.00 mo.
BARNARD PERSONNEL WA 2-2306

Want greater opportunity? 200-1,000 new jobs reported monthly. Get free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4, Ill.**

HELP WANTED

FLORIDA publisher seeks promotion-minded circulation man. Have variety of publications designed for retail as well as subscription sales. Excellent proposition to right man.
Apply Southern Publishing Company, Box 1228, Pensacola, Florida.

ADVERTISING MANAGER FOR MIDWESTERN BANK

Should be around 30 years old, have had experience with a leading financial institution and be willing to relocate. An excellent opportunity for a progressive young man. Please give full details in letter. In strict confidence, of course. Write

Box 4713, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PHOTO RETOUCHERS—Want to get out of the big city; work on national accounts, in color; make money, year around with paid vacation? **Write or call D. R. LIGHT COMPANY, 1516—15th Street, Moline, Illinois, Phone 762-5537.** Do not apply unless you are experienced and good.

P-O-P DISPLAYS

Opportunity for creative salesman or broker with active accounts; can acquire partnership in established display company. Write

Box 4710, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

HELP WANTED

ARE YOU FACED WITH AN ART PROBLEM?
Art Directors, Ad Managers,
Studio Owners
CALL BETH TURNBULL at BARNARD PERSONNEL
220 South State Street—WAbash 2-2306
for the right type of talent to face any art job.

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
Artists ... media ... production ... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

REALLY CREATIVE CREATIVE DIRECTOR/COPY CHIEF

Can produce sales-winning advertising for progressive, quality-minded Chicago agency. Strong on all phases of consumer and industrial merchandising, any product, any market, any medium. Self-starting idea producer with emphasis on sharp visual presentation. Young 42, solid agency and manufacturing background.

Box 4747, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ad Manager or Copy Chief—23 years heavy experience. Creative, fast. Exceptional record. Media, DM. AB degree. $15,000.

Box 4748, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Promotion, PR, Edit background. Good writer. Exp mag prom. Direct mail copy, house ads, releases, radio TV contact.

Box 4749, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

PUBLISHING PROFESSIONAL AVAILABLE

Marketing oriented publishing executive seeks challenging position with progressive, dynamic publisher. Skilled in sales, sales presentations, advertising promotion, market research. Experienced in training and developing space salesmen. Planning and administrative talent. Former agency VP. Also industry experience.

Box 4739, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITER publicity gal, sls prom. features, articles, plcmt. can slant prestige or hard-sell, book pub. exp. Salary flexible $6M to $7M depending on arrangements.

Box 4740, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING—MARKETING EXEC.

Your business has no reason to exist. No contribution to make unless it can find a profitable customer. I have 15 yrs. top nat'l exp. + MBA degree to do the job.

Box 27 Q 166 ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MANAGING EDITOR (L.A.)

Experienced producer of 2 eastern bus. magazines desires similar work in L.A. area. Completely familiar with editorial, design, production. **POplar 2-0416.**

How Do You Rate Sincerity?

Ad-Prom-PR-Public man out of work 10 mos. except for free lance. Reason: last 2 jobs since '57 abolished by co. policy, but prospective employers suspect other reasons, & don't even check. You're invited. Creative writer, administrator. Industrial & consumer, all phases & media. 12 yrs. exp. Age 36. AB (Engl). Prefer NY, maybe Philly or Fla. $9.5 to $11.5.

Box 4741, ADVERTISING AGE
630 Third Ave., New York 17, New York

Editor or Managing Editor

Age 34. Master's Degree in journalism. 2½ years' experience as editor of trade association magazine, also experience in public relations, sales promotion, and advertising. Desire editorial position in trade magazine field in Chicago area.

Box 4693, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Exp. Typography mark-up man requires part-time or free-lance work with agency.

Box 4728, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY/PROMOTION

Bright young man available; now #2 in media promotion for major business publication. Facile, adaptable, professional.

Box 4742, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRAFFIC—PRODUCTION EXECUTIVE

Heavy experience in traffic and budget control of print, outdoor, radio, TV, and promotional material for printer, 4A Agencies. Complete knowledge of Production, including costs and time factors. Now handle $7,000,000 account for top agency. Can efficiently organize, supervise operations of ad, traffic, or production departments. College grad. Excellent references. Late thirties.

Box 4743, ADVERTISING AGE
630 Third Ave., New York 17, New York

Can You Challenge Me?

Versatile creative thinker needs challenging advertising-marketing problems to quench thirst. Appetite keenly whetted as writer, analyst, researcher. AE, AM-SPM, over past 12 years. Need chance to regain self respect in agency or mfg. Unfairly fired. Chicago area only.

Box 4744, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS PAPER EDITOR

Self starter, experienced in all production phases, layout and writing; can work as one man staff for small publ'n, willing to travel.

Box 4745, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING/SALES PROMOTION CREATE. EXECUTE. SUPERVISE.

Practical idea man. Develop quality campaigns which produce sales results. Handle copy concepts, marketing analysis, direct mail, point-of-sale materials. Strong media & durable goods experience.

Box 4746, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

AD Man. Fred L. Melcher, noted for dedication to new ideas, seeks perm. pos. in Adv., PR or sales prom. Adv. Dir. Land Titles Ins. Co. 8 yrs. Pref. L.A. area.

Box 27 Q 137, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

PHOTOJOURNALIST

Writer-photographer of unusual ability and experience can handle additional publicity and industrial assignments.
Bill Rogers, 235 E. Ontario St. DElaware 7-0022

PUBLIC RELATIONS MANAGER

Solid corporate and agency experience in industrial publicity, releases, features, press and client contact, financial news, house organs, program planning and execution, community relations. Age 31.

Box 4754, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR P.O.P. DISPLAYS

Handled national accounts; can render sketches and do finished art. Top references.

Box 4755, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SALES PROMOTION PUBLICATION

for consumer products now expanding representation all areas. Desire men now selling to adv. and sales prom. mgrs.

Box 4750, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHERS' REPRESENTATIVE

A developer and producer with an excellent record seeking publication in the Chicago territory. Commission basis.

Box 4705, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTHERN STATES—PUBLISHER'S REP FIRM

Thoroughly experienced in business and consumer sales. Established many years. Is your P & L preventing you from developing this expanding market? May we discuss it? Please reply to:

Box 4732, ADVERTISING AGE
630 Third Ave., New York 17, New York

Experienced Publisher's Rep. New York, New Jersey, Penn., Mass., Conn. area Available to represent additional pubs.

Box 4751, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

TRADE MAGAZINE-FOR SALE

Publication in good field with paid circulation, 8 years old, can be operated anywhere U.S.A. Unlimited potential. No plant.

Box 4752, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEW YORK BROKERS

Your inquiries handled promptly, and accounts protected by AAA rated Milwaukee lithographer. Quality sheet fed 77" four colors. Plate Department, complete Bindery. Write for further plant and service details.

Box 4701, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

INDUSTRIAL ART—Accurate—Realistic exploded views—cutaways—3D sketches. Ink, Pencil, Wash. Retouching. Reasonable Rates. Reliable Delivery.
WALTER P. LUEDKE and associates 814 No. Main St.—Rockford, Illinois

WRITERS!—FREE SAMPLE copy of PINK SHEETS listing top-notch USA markets for short stories, articles, books and plays available to you upon request. **Write today! Literary Agent Mead, 915 Broadway, New York 10, N. Y.**

GLAMORIZE YOUR PRODUCT

Specialized crossword puzzles geared to trade magazines and special promotions.

Box 4753, ADVERTISING AGE
630 Third Ave., New York 17, New York

Are you qualified to be a Sales Promotion Writer for Volkswagen of America?

You may be working now in an advertising agency, writing copy. You may be on the editorial staff of a newspaper or magazine. Perhaps you are a successful free-lance writer, looking for something more permanent which offers a real future.

As a writer, you should be a genuine craftsman. You can do a thorough research job, whether or not the subject is familiar to you. You can write quickly, and your copy is informative, factual and, above all, lucid.

Your primary interest should be *writing*. You should have a background in sales promotion, or at least a working knowledge of it. But we're more interested in a writer who knows sales promotion than in a sales promotion specialist who can also write.

You would be working for Volkswagen of America, the exclusive factory-authorized importer of Volkswagen Cars, Station Wagons and Trucks.

In this job you would be working on a wide variety of writing projects, all of them interesting, some of them really challenging. It may be anything from a small pamphlet to a full-scale book. The subject matter may range from hiring and compensating salesmen to setting up trade show displays.

You would be working for a big company—Volkswagen is the world's fourth largest automobile manufacturer. And you would be joining a company that is growing fast. Last year, for example, about 190,000 Volkswagens were sold in the United States, almost 27% more than the year before.

You would share in the opportunity to grow with Volkswagen. Your office would be in a pleasant suburb of New York City. Nearby are some of New Jersey's nicest residential sections, and schools are excellent.

Naturally, we can't spell out in this advertisement all the benefits we have to offer. If you believe you are a top-notch writer, with the intelligence and personality for the job we've described, we suggest you send us a resume of your background. Salary is open for discussion.

VOLKSWAGEN OF AMERICA, INC. Sales Dept.
Englewood Cliffs, New Jersey

They Laughed!

They laughed when I sat down at the typewriter; when I started to write, they wept. Moving, throat-choking copy to loosen purses; fill cash registers. Free lance or full time.

Box 702, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

. . . . Business Executive . . . .

seeks opportunity to talk to owner of moderate size Agency (in midwest) who plans retirement by 1963/64 and wants able management to continue progressive growth of agency. This man wants to discuss plan to purchase important share over period of years and continue to have consulting relationship with owner. My background over 20 years advertising and sales—consumer products. Suggest your attorney write initially to protect your identity until satisfied regarding my background, sincerity and integrity.

Box 692, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SECRETARY-BOOKKEEPER FOR SMALL AGENCY

Combination typing, secretarial and bookkeeping. Prefer some ad agency experience. Pleasant surroundings. North Michigan Avenue. Reply to:

Box 705, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Our 50th Year

ART DIRECTOR—excep. potential south-west 4A adv. agcy. $10,000
WOMAN COPYWRITER—agcy. exp. also m.o. & retail desirable 8,000
PROD. MGR.—25-40—excellent oppty. varitype company 7,500
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

ADVERTISING—SALES MANAGER

12 years successful selling experience with products & services. Strong on ideas, promotions, merchandising & marketing. Knows copy, layout, production for newspapers, magazines, direct mail & mail order. Seeks position with growing Co. in N.Y.C.-N.J. area. Presently earning $20,000 annually. For personal get-together, write Box 694, Advertising Age, 630 Third Avenue, New York 17, N. Y.

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the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO Confidential Work

Add 26 copy experts to your staff—*but not to your payroll*—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

ART DIRECTOR
for Pittsburgh Office of KETCHUM, MacLEOD & GROVE, Inc.

If you like what you've seen of KM&G work, and have a feeling for the kind of ads that stimulate customers and sometimes win awards, maybe you ought to check out this opening. We will probably hire a man in his thirties who is proving out well on grocery or other package goods accounts, and wants to hook up with a growing agency with a good account mix, where he can spend the rest of his life. **Mail your resume to Mr. Foster Grosh, KM&G, Four Gateway Center, Pittsburgh 22, Pa.**

WANTED: COLLEGE GRADS

Planning to send your kids to college? $25 a month plus time plus right investment could swing financing. Write for free prospectus. Could be your greatest investment return, for college degree adds $1/4 million lifetime earnings. **Box 526, Wall St. Station, New York 5.**

ASST. ART DIRECTOR

for design minded Chicago agency—must be able and willing to carry a job through from start to finish in 4 man art dept. Be experienced, have ability to produce crisp lettering indications on layout and have thorough type knowledge. 35 hour week—paid vacation. Hospitalization. Excellent salary to start. Write for appt.—stating previous experience. Box 697, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ACCOUNT EXECUTIVES WITH BILLINGS!

Enjoy *maximum* participation from your billings plus *written protection*. Join seasoned ad men in long-established, *expanding* Cleveland agency. Replies held in strict confidence. **Box 685, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

OPERATING IN EUROPE OR PLANNING TO?

U. S. Marketing Man, wide knowledge, experience consumer goods, U.S. and Europe, degree, languages, past two years in Germany, considering change. Location secondary. Available for interview NYC April 18-28.

Box 704, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

NEED A CREATIVE ACCOUNT SUPERVISOR?

Presently directing two important accounts with outstanding reputations for creative advertising billing approximately $5-million a year. Reason for change is logical but can only be told in confidence to protect present employer and clients. Formerly copy supervisor for complete variety of consumer products. Especially active in national TV programming and supervision of commercials, merchandising and all phases of market planning. Excellent health and references. Age 45 and very happily married.

Box 700, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

A monthly portfolio of BUSINESS-BUILDING LETTERS you can adapt to perform near-magic in the mail. Written by master craftsmen to bring orders, collect cash, improve company image, give sales letters and daily correspondence more punch. Send $2 for typical issue **BETTER LETTERS Exchange, Howell, Mich.**

SPACE SALES OPPORTUNITY

Fast-expanding, multi-magazine business-paper publisher has opening for Cleveland-based salesman to cover Ohio and adjacent area. Good initial income, bright future for aggressive hard worker. Plumbing field experience helpful, but not necessary.

Box 682, ADVERTISING AGE
630 Third Avenue, New York 17, New York

CHICAGO INDUSTRIAL AGENCY SEEKS MERGER

$350,000 billing. Would like to merge with same size or larger agency in order to improve facilities, cut overhead.

Box 693, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

We Need a CREATIVE Agency

An Appliance account with an annual budget in the high five figure range is yours if you can prove to us that:

1. Your advertising doesn't look like the competitions'. . . and you can show success stories to prove it.
2. You have experience in Consumer Products.
3. You will devote time to helping us solve our Advertising problems.

Most of our work will be in Print. If you fit the bill—REPLY *IMMEDIATELY*.

BOX 695, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

DON HARRIS NEEDS:

this week only two men not in his files.

COPY SUPERVISOR, mostly grocery-store products. Major-brand beer experience would help, not required. Articulate with clients. Heavy profit-sharing. to $19M

SPECIAL NOTE: If you know well enough a TOTAL marketing man high in a big company selling through food stores who'd like to be a marketing director and perhaps president after a while, suggest (1) that he write Don Harris and (2) that he hire you if he gets the job. He can be 50. Agency experience can't qualify him.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

WANTED—EXPERIENCED STATISTICAL ANALYST

Immediate opening with medium-sized, growing advertising agency. Looking for man or woman skilled in analyzing and interpreting results of keyed copy. Direct mail and or agency experience desirable but not necessary. Excellent potential for future. Salary open. Write in confidence to:

Box 703, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

Think you know the ad business? Can you spark fresh ideas? Write selling, convincing copy? Can you promote a new product, analyze a client's need and plan a complete campaign? Interested in a future and willing to work for it? Who knows—you may be the man we're looking for in our established, small agency in Chicago's Western Suburbs. Tell us about yourself in detail—salary requirements, too. Do it right away.

Box 699, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

UNUSUAL CREATIVE DIRECTOR AVAILABLE

20-year background includes layout, production, copy supervisor, and account supervisor for multi-million dollar consumer accounts. Strong TV experience. Want to devote next twenty years to creating advertising rather than cuddling clients. Presently VP and stockholder of top agency. Present employer knows of this move.

Box 701, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

If you sell the farm trade . . .

UNDERSTANDING TODAY'S FARMER

will help you do a better job. This new 30 page booklet tells why the farmer stopped buying, why he could start again, the influences in his buying, points up specific weaknesses in fertilizer and grain drying advertising. If you sell the farm trade, you need **UNDERSTANDING TODAY'S FARMER.** $1.00 per copy, postpaid. Address:

Magazine of Livingston County
PONTIAC 2, ILLINOIS

JUNIOR MERCHANDISING EXECUTIVE

Old established New England manufacturer offers challenging position for a potential merchandising executive who has 3 or 4 years' experience in the field of pressure sensitive label and tape conversion. Salary commensurate with experience. Please submit resume, including business and scholastic background, references, salary requirements, etc. to Box 691, Advertising Age, 630 Third Avenue, New York 17, N. Y. All resumes will be held in strict confidence.

OPPORTUNITY FOR ART DIRECTOR

We have an opening for an art director who is strong on developing ideas and visualizing as well as finished layout and art buying. Experience in national, trade and literature. Give full details in first letter.

Geyer, Morey, Madden & Ballard, Inc.,
931 Third National Bldg.,
Dayton 2, Ohio

DISPLAY
ARTIST-DESIGNER-BROKER-ENGINEER

You can be any of these things or all of them. Here is an outstanding opportunity with top display house for man with modern, imaginative approach to point of purchase problems: ability to think in litho-metal-wood-plastics. If you are presently limited by facilities, manpower or finances—if you can't give fullest expression to your potential, here is a ready-made, major league opportunity waiting for you. Top creative and mfg. facilities. Nat'l. organization—congenial group. Interesting & rewarding financial plan—many benefits. Location N.Y.C. Please write fully—tell us your major display interest and strong points.

Box 696, Advertising Age
630 Third Avenue, New York 17, N.Y.

ACCOUNT EXECUTIVE

Able young A.E.'s top talent, experience, enthusiasm soon available to go to work for you. Brilliant campaign strategist. At his best when dealing with *ideas*. Handle contact or copy-contact. Eight years experience, both consumer and industrial. Excellent record. Presently employed by highly reputable agency. Relocate east, north, south or west for *right* opportunity. Salary not low, but may surprise you. Full story by airmail when you write.

Box 698, Advertising Age,
200 E. Illinois Street, Chicago 11, Ill.

ADVERTISING

The nation's number one advertising placement agency, we offer coast to coast service.

DIVISION MANAGER $25,000
Solid bkgd. in food or pkgd. goods for key account. Prefer exp. in Spanish speaking country. Exc. potential.

RADIO-TV DIRECTOR $18,000
Writer—Producer—Director with ad agency exp. preferred. This is an outstanding opportunity.

COPY CHIEF $13,000
For West Coast Agency. To help Acct. Exec. plan, write copy. Can become creative Director.

ACCOUNT EXECUTIVE $13,000
Bkgd. in building products with editorial exp. Capable in client contact; can become Vice-Pres.

Contact Betty Clem on above

★ ★ ★ ★

• EDITORS
• WRITERS
• REPORTERS

Trade-Consumer Books—Technical and Educational material publications. We may have the exact position you are seeking.

Our national operation makes it possible for you to find a position in the geographic area most suited to you.

Contact Ed Winkels on above

★ ★ ★ ★

DRAKE PERSONNEL INC.
29 East Madison Bldg., Chicago 2, Illinois
Financial 6-8700

DIRECTOR OF ADVERTISING

A unique opportunity exists within the Eastern head office of a major Canadian company, selling across Canada and in international markets, for a man with broad experience in all aspects of advertising. He will be responsible to the Vice President of Marketing for the development and production of the company's national advertising campaign, the co-ordination of regional programs, and for the direction of relationships with suppliers and agencies.

For an able advertising administrator with a thorough knowledge of media and promotional techniques, and with exceptional creative and dynamic leadership ability, this position offers unusual growth potential in responsibility and income.

AGE: 32-45 **SALARY: $15,000 minimum**

Applications, which will be held in confidence, should give full details, including present salary.

LEETHAM, SIMPSON LIMITED
Management Consultants
Executive Placement Division
2100 Drummond Street, Montreal, P.Q.

Come to grips with your buying or selling problem!

Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 177,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Shepard Joins WGR

Richard C. Shepard, previously general manager of WHAM, Rochester, has been appointed station manager of WGR, Buffalo, replacing William P. Dix, who resigned.

What are you doing
to help those
customers of yours
that want to
SELL TO EUROPE?

Your customers want to sell to Europe . . . that means we are the people you are looking for and here is why!

We at LE SCRIBE ADVERTISING AGENCY can offer you the possibility of giving your clients the same services as your competitors who have branch offices in Europe. That means you can have better customers, more customers and do more business for them by extending their sales to Europe. We even dare say we most probably do better than the big boys in the trade. Because we are Europeans — which means we have the right know-how . . . and the right size. Our head office is in Geneva, Switzerland—the heart of Europe—whereas our correspondent-friends in France, Italy, Germany, Belgium, England and Scandinavian countries know the things in every country that would take years to check into —both from marketing as well as an advertising view point.

Suggest to your customers to investigate the possibilities and get over that "we-think-of-it" stage. Our marketing and research departments will deliver to you a complete study of the possibilities for your customers product on the European market. Whatever the product is . . . textiles, food, tires, cars, etc.

To find out just how much they can expect to sell in this second largest world market is a very small investment.

Address your inquiries to:
European Marketing Division
LE SCRIBE ADVERTISING AGENCY
3 rue du Temple
Geneva, Switzerland

We would love to be able to fly over to the U.S. to discuss this with you. Just let us know when you want us there.

Sponsors Get Roughed Up as Nets Scramble for Sure-Fire Fall Lineups

(Continued from Page 3)

from Washington and elsewhere that the airwaves are being overrun by violence. If one can judge by titles and the scant program information now available, approximately one-third of the choicest time will be devoted to the murder-mayhem-crime-mystery-adventure category. ABC has booked 15 action shows; NBC 12; and CBS 10.

■ Coming up as a result of the popularity of "The Flintstones" are several new cartoon series and a number of additional situation comedies. "Dr. Kildare," a throwback to Hollywood's middle ages, will be a Thursday night NBC newcomer. It was sold out almost as soon as announced.

The best prospects for something unusual in the way of program concepts, production techniques or new faces seemed to be next season's specials or near-specials. Bell & Howell will be back with more "Closeups." Du Pont is looking for attention-getters for its "Du Pont Theater"; Westinghouse will present a something-for-everybody collection of specs; American Gas is trying to bring back live drama, and Alcoa has signed Fred Astaire to host all, and star in some, of the new "Alcoa Premiere" series on ABC-TV.

■ Nor have all the charges of roughness come from the sponsors' side of the court. The networks have also made some complaints. Top advertisers, such as General Foods, allegedly forced concessions on time commitments and program choices before renewing for fall. A major talent agency was accused of having okayed the sale of one of its hot new properties on two networks at the same time, with the result that one network lost a $5,000,000 sale in the shuffle.

If NBC follows through with present plans, that network will carry about two hours weekly of public service and informational fare in peak viewing hours. There will be 40 one-hour news specials during the season, plus a half hour weekly for "Dave Brinkley's Journal" (Oldsmobile and R. J. Reynolds) and perhaps a half hour for a Frank McGee narrated documentary. This would bring NBC close to the industry weekly program standard recommended by LeRoy Collins, president of the National Assn. of Broadcasters.

■ Between the three times monthly "Expedition" (Ralston Purina) and the irregularly scheduled "Closeups" (Bell & Howell), ABC probably will average approximately a half hour of such programming weekly. The tentative CBS schedule includes an hour a week for public affairs with "CBS Reports" alternating with "Face the Nation."

There are contradictory trends in sales patterns for the coming season. The number of hour film "spot carriers" agree on the increase, but there is also a slight upsurge in alternate-hour sponsorship. The buying ranges from Westinghouse's specials-only approach to Procter & Gamble's everything from a variety of minutes to weekly regulars to in-the-news spectaculars. =

IN MADISON

1ST PLACE ABC-TV POWER

only on WKOW-TV

• Now in 1st place 6 p.m. to midnight (Monday thru Friday). **WKOW-TV** increased its share of audience by 32%. (ARB-Madison Metro—Nov. 1959: Nov. 1960).

• In just 12 months the 2nd station lost 12% and the third station lost 16% in share of audience.

• **WKOW-TV** noon to 3 p.m. increased by 33%; and from 3 p.m. to 6 p.m. audience doubled.

• 6 of the top 10 shows are on **WKOW-TV.**

• The audience has switched to **WKOW-TV!** Now is the time for you to consider and reconsider. For 1st place sales power switch your pitch to **WKOW-TV.**

WKOW-TV

and 10,000-watt WKOW-AM

TONY MOE,
Vice Pres. and Gen. Mgr.
Represented nationally by
THE BOLLING CO.
In Minneapolis by
WAYNE EVANS & ASSOC.

MIDCO
Midcontinent Broadcasting Group
WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Minneapolis-St. Paul • KSO RADIO Des Moines

IAA Elects Hideo Yoshida 'Man of the Year'

Hideo Yoshida, president of Dentsu Advertising, Tokyo, has been elected "Man of the Year" by the International Advertising Assn. and will accept his award at the IAA World Congress in New York April 17-19.

Hideo Yoshida

Dentsu is the fifth largest agency in the world, billing $148,582,229 in 1960.

Three Join Doyle Dane

Donald T. Matthews has joined the Chicago staff of Doyle Dane Bernbach Inc. as an account executive. He formerly was with Grant Advertising. In New York, DDB has named Tom Garbett, formerly with Lambert & Feasley, and Robert Webb, formerly with Wilson, Haight & Welch, account executives.

an *entirely different* approach to birth control

emko VAGINAL FOAM

USING PRINCIPLES NEVER BEFORE APPLIED TO CONTRACEPTIVES

NEW—*Emko Co., St. Louis maker of Emko vaginal foam contraceptive, has begun advertising its product to doctors and the pharmaceutical trade. Fred Ruegg, sales manager, said that "after we have advertised to the professions we will work out a campaign to reach the consumer." Emko is a wholly owned subsidiary of Sunnen Products Co. and the Emko product was developed as a philanthropic venture of Joe Sunnen. George H. Bloch Inc. is the agency.*

Families of Men 35-54, with $8,000-Plus Incomes, Buy Most Goods in Chicago: Klein

CHICAGO, April 4—The "buying-est" age group in metropolitan Chicago consists of households headed by men 35 to 54 years old, Don Klein, research manager of the *Chicago Tribune*, told a luncheon audience of Chicago agency research executives yesterday.

This group accounts for 49.5% of all households, and 57% of the group had bought new cars during a 12-month period; 56% had bought ranges; 55% men's suits; 61% sporting goods; and 51% had bought homes, Mr. Klein reported, citing findings from "Market Power: Chicago," the *Tribune's* latest market and media study (AA, March 27). The report, with 50 pages of tables, was introduced at the luncheon.

Family income also exerts an important influence on buying behavior, Mr. Klein reported. Nearly 30% of households in metropolitan Chicago, with an income of $8,000 or more, account for 34% to 68% of the purchases in 39 product categories covered in the study.

■ Education also is a buying influence, Mr. Klein said. College graduates are apt to be the most active buyers of homes and home remodeling services, he reported. Location is also a factor, he said. For example, suburban households are better insurance customers than city dwellers.

Among other findings:

Of suburban households, constituting 40.1% of total households in the market studied, 77.3% had bought dishwashers during a year; 57.1% had acquired garages; 68.8% had bought boats; and 65.7% had become home owners.

Of $8,000-and-over income households, 52.5% had bought air conditioners; 68.4% had acquired dishwashers; and 51.2% had bought new cars. By contrast, the corresponding percentages for the under-$5,000 income group, totaling 35.7% of households, were 12.5%, 0% and 15%. =

American Chicle's New Trident Dental Gum Bows in Wichita

NEW YORK, April 5—American Chicle Co. is introducing Trident dentagienic gum, a new product said to retard tartar formation and safeguard teeth and gums.

The gum will be test marketed in Wichita, where the product currently is being released to jobbers. The company expects to launch Trident in a spot tv campaign there in about two months, R. L. Harris, advertising manager of American Chicle, said.

The gum is priced at 15¢ for a package of 10 sticks. The package states that Trident contains "a clinically tested combination" of enzymes. It says the the product "helps to retard calculus (tooth powder) and to check gingivitis (inflamed and bleeding gums), helps to retard stain and helps to keep teeth white to stop bad breath."

■ American Chicle introduced Coughlets, a mentholated cough gum, last fall in Cincinnati, Columbus, Spokane and Portland. Four or more minute spots per week have been running in these markets. The company is now evaluating the results of this test before further plans for distribution are made, Mr. Harris said.

Ted Bates & Co., which has Chiclets and several other American Chicle brands, has been named to handle Trident. Kenyon & Eckhardt is the agency for Coughlets. =

Escoffiers Appoint Palmer

The Escoffiers Inc., New York, has appointed T. N. Palmer & Co., New York, to handle its advertising and public relations. The Escoffiers, a new group, describes itself as a "national organization devoted to foods, wines, travel and the arts." Members are "the influentials, the taste-makers" who through the organization will become engaged in a variety of public relations activities. They will be invited to movie previews, fashion showings, art gallery openings, restaurant festivities, shipboard parties, etc. "to help get the public aware of what is happening," the company said. The membership will also be available as a consumer test panel. So far, the group is operating only in metropolitan New York, but it hopes to expand eventually to other metropolitan centers.

GOA Sells N.Y. Paint Facilities to O'Mealia Outdoor

General Outdoor Advertising Co. of Chicago, has sold its paint facilities in New York City, Nassau, Westchester County, Rockland County and Fairfield County to O'Mealia Outdoor Advertising Corp., Jersey City.

Gray & Rogers Has Stetson

In a story on a campaign by John B. Stetson Co. (AA, April 3), ADVERTISING AGE should have reported Gray & Rogers as the agency handling the drive. Arndt, Preston, Chapin, Lamb & Keen handles advertising for Stetson's Mallory Hats Co. division.

358 Companies Investing $175,000 or More in Business Publications in 1960

Source: Associated Business Publications

*Figures marked with an * are estimates furnished by ABP to make the list as representative as possible. All investments by divisions and subsidiaries are included in the parent company total. All figures in thousands.*

1. General Electric	$4,599.7	95. I-T-E Circuit Breaker	504.3*
2. Du Pont	3,499.0	96. Mallinckrodt Chemical Works	501.0*
3. American Cyanamid	3,000.0	97. National Distillers	500.0
4. Merck & Co.	2,880.7*	98. Studebaker-Packard	500.0
5. General Motors	2,831.6*	99. Koehring Co.	493.5*
6. Abbott Labs	2,800.0	100. International Tel. & Tel.	480.2*
7. U. S. Steel	2,776.9	101. Litton Industries	478.0*
8. Westinghouse Electric	2,450.0	102. General Dynamics	465.6*
9. Allis-Chalmers	1,993.9*	103. Lakeside Laboratories	457.5*
10. Eastman Kodak	1,800.0	104. Air Reduction Co.	454.0*
11. Minnesota Mining & Mfg.	1,800.0	105. Mead Johnson	453.5*
12. Minneapolis-Honeywell	1,720.0	106. W. R. Grace & Co.	453.4*
13. Aluminum Co. of America	1,656.0	107. American Machine & Foundry	452.6*
14. Continental Can	1,617.0*	108. Gardner-Denver	442.4*
15. Union Carbide	1,604.1*	109. Square D	442.2*
16. Standard Oil (N.J.)	1,600.0	110. Kimberly-Clark	440.4*
17. Republic Steel	1,564.4*	111. Chicago Pneumatic Tool	438.4*
18. Ciba Pharmaceutical	1,500.0	112. Standard Pressed Steel	431.2*
19. Allied Chemical & Dye	1,496.0*	113. Crane Co.	430.6*
20. Dow Chemical	1,453.6*	114. Cutler-Hammer	425.0
21. Eli Lilly	1,412.8*	115. Manning, Maxwell & Moore	423.9*
22. Colorado Fuel & Iron	1,363.5*	116. Stanley Works	423.2*
23. Caterpillar Tractor	1,320.9*	117. Blaw-Knox	419.8*
24. Bethlehem Steel	1,265.6*	118. Allen-Bradley	419.3*
25. A. H. Robins Co.	1,200.0	119. Raybestos Manhattan	418.8*
26. American Home Products	1,189.2*	120. American-Marietta	417.1*
27. International Harvester	1,175.7	121. Youngstown Sheet & Tube	416.2*
28. Westinghouse Air Brake	1,132.5*	122. A. O. Smith	414.5*
29. Bendix	1,101.6*	123. Tung-Sol Electric	414.5*
30. B. F. Goodrich	1,100.0	124. Firestone Tire & Rubber	408.2*
31. Armco Steel	1,078.0*	125. Flintkote	406.9*
32. McGraw-Edison	1,060.2*	126. American Brake Shoe	405.3*
33. Koppers	1,055.7*	127. Norton	404.0
34. McGraw-Hill	1,053.4	128. General Mills	403.5
35. Food Machinery & Chemical	1,047.2	129. Revere Copper & Brass	403.1*
36. Inland Steel	1,031.6*	130. Corning Glass Works	400.0
37. U. S. Rubber	1,025.0	131. Gulf Oil	400.0
38. Eaton Mfg.	1,000.0	132. Bucyrus-Erie	394.6*
39. General Telephone	1,000.0*	133. Standard Oil (Indiana)	391.8*
40. Borg-Warner	995.8*	134. Butler Mfg.	390.0
41. Smith, Kline & French	968.0	135. Schenley Industries	380.0
42. Goodyear Tire & Rubber	950.0	136. Veeder-Root	380.0*
43. Johns-Manville	945.6	137. Babcock & Wilcox	371.9*
44. Hercules Powder	938.4*	138. McCall Corp.	370.2*
45. Kaiser Aluminum	900.0	139. Sterling Drug	368.6*
46. Rockwell Mfg.	892.1*	140. Curtis Publishing	365.6
47. Charles Pfizer & Co.	890.4*	141. Ingersoll Rand	365.0
48. Anaconda	864.0	142. Standard Oil (California)	365.0
49. International Nickel	840.8	143. Barber-Colman	364.2*
50. Link-Belt	840.0*	144. Crown Zellerbach	363.8*
51. Pittsburgh Plate Glass	800.0	145. Cincinnati Milling Machine	363.4*
52. Reynolds Metals	800.0	146. Towmotor	362.9*
53. Owens-Illinois Glass	800.0	147. Harnischfeger	362.7*
54. General Precision Equipment	800.0	148. Hooker Chemical	362.4*
55. Monsanto Chemical	780.0	149. Electric Storage Battery	358.5*
56. Wagner Electric	770.0	150. Royal McBee	356.6*
57. American Tel. & Tel.	765.0	151. Cities Service	356.5*
58. Texaco	764.3*	152. American Steel Foundries	355.0
59. Radio Corp. of America	750.0*	153. Ohio Brass	353.7*
60. Norwich Pharmacal	724.9*	154. Chemstrand	350.0
61. Armstrong Cork	700.0	155. Chrysler Corp.	350.0
62. Ford Motor	700.0	156. Douglas Fir Plywood Assn.	350.0*
63. American Chain & Cable	696.1*	157. Robertshaw-Fulton Controls	350.0*
64. Sinclair Refining	695.7*	158. Fawcett Publications	350.0
65. Time Inc.	690.0	159. American Motors	349.5*
66. Olin Mathieson Chemical	684.8*	160. Spencer Chemical	348.8*
67. Ampex	682.8*	161. Beckman Instruments	347.0
68. Celanese Corp. of America	655.1*	162. General American Transportation	346.4*
69. National Steel	654.0	163. Bell & Gossett	345.0*
70. Worthington Corp.	650.0	164. Hearst Corp.	343.1*
71. Warner-Lambert	640.0*	165. Barber-Greene	341.0
72. Baldwin-Lima-Hamilton	638.0	166. General Fireproofing	340.0
73. Sperry Rand	633.8*	167. Liberty Mutual	338.0
74. Carrier Corp.	623.4*	168. Rust-Oleum	336.8*
75. National Lead	622.6*	169. Brown & Sharp	334.8*
76. Diamond National	619.0*	170. Robbins & Myers	334.1*
77. St. Regis Paper	606.4*	171. American Can	325.3*
78. H. K. Porter Co.	603.5*	172. Trane	323.4*
79. G. D. Searle & Co.	600.0	173. Copperweld Steel	321.5
80. Timken Roller Bearing	597.4*	174. Chicago Sun-Times	321.3*
81. Federal-Mogul-Bower Bearings	596.8*	175. Wyandotte Chemicals	316.2*
82. Torrington Co.	587.0	176. Globe-Union	315.0*
83. Clark Equipment	576.9*	177. White Motor	314.9*
84. International Business Machines	569.9	178. P. R. Mallory & Co.	313.1*
85. Texas Instruments	567.4*	179. Aerojet General	312.9*
86. Stewart-Warner	563.8*	180. Black & Decker	312.4
87. Yale & Towne	550.0	181. Phelps Dodge	309.0
88. Yuba Consolidated Industries	550.0	182. Federal Electric Products	307.3*
89. Rohm & Haas	550.0	183. Hewlett-Packard	304.7*
90. Jones & Laughlin Steel	546.0	184. Mack Trucks	302.8*
91. Miles Laboratories	538.2*	185. Thompson-Ramo-Wooldridge	302.8*
92. Irwin Neisler & Co.	536.3	186. Armour & Co.	302.6*
93. American Radiator	522.6*	187. Bausch & Lomb Optical	301.0
94. National Cash Register	519.5*	188. Allegheny Ludlum Steel	300.0
		189. Commercial Credit	300.0*
		190. Garlock	300.0
		191. Jenkin Brothers	300.0
		192. H. H. Robertson Co.	300.0*
		193. S K F Industries	300.0
		194. Union Bag - Camp Paper	300.0
		195. Waukesha Motor	300.0
		196. DeVilbiss	296.1*
		197. Philadelphia Inquirer	292.3*
		198. Midland-Ross	290.7*
		199. Wheeling Steel	289.5*
		200. West Virginia Pulp & Paper	288.8*
		201. Cummins Engine	288.0
		202. Anchor Hocking Glass	285.0
		203. Burroughs	283.0
		204. Rheem Mfg.	280.0*
		205. Storer Broadcasting	280.0*
		206. Tidewater Oil	279.7*
		207. Rockwell Standard	277.6
		208. A. Schrader's Son div. of Scovill Mfg.	277.4*
		209. General Aniline & Film	277.2*
		210. Chain Belt	275.0
		211. Halliburton Oil Well Cementing	275.0*
		212. Lockheed Aircraft	274.7*
		213. Massey-Harris-Ferguson	274.4*
		214. American Gas Assn.	274.0*
		215. Eelctric Auto-Lite	273.4*
		216. Pullman Co.	272.1*
		217. Pfister Associated Growers	270.0*
		218. Purolator Products	270.0
		219. National Gypsum	268.2*
		220. Buffalo Forge	268.0
		221. Ex-Cell-O Corp.	267.1*
		222. Carnation	266.3
		223. Dayton Rubber	264.2*
		224. Whirlpool	262.8*
		225. Archer-Daniels-Midland	262.0
		226. American Enka	261.9
		227. Fairbanks, Morse & Co.	259.8*
		228. McNeal Machine & Engineering	259.8*
		229. Warner & Swasey	259.8*
		230. General Foods	258.9*
		231. National Biscuit	258.3
		232. Cooper-Bessemer	257.0
		233. Joy Mfg.	255.3*
		234. Shell Oil	255.0
		235. Sunkist Growers	255.0
		236. Acme Steel	250.0
		237. Amp	250.0
		238. Chicago Tribune	250.0
		239. R. C. Mahon Co.	250.0
		240. Ridge Tool	250.0
		241. Wallace & Tiernan	250.0
		242. American Laundry Machinery	248.8
		243. Foxboro Co.	247.0
		244. Sprague Electric	245.4*
		245. Gates Rubber	244.7*
		246. Avondale Mills	243.0*
		247. Champion Spark Plug	240.0
		248. Masonite	240.0
		249. National Supply	240.0
		250. Wisconsin Motor	239.8*
		251. Sangamo Electric	239.0*
		252. John Breck	235.0
		253. Harshaw Chemical	235.0
		254. American Smelting & Refining	234.2*
		255. Libbey-Owens-Ford	233.4
		256. U. S. Gypsum	231.4*
		257. Oakite Products	230.8*
		258. Dodge Mfg.	230.0
		259. Eimco Corp.	230.0
		260. Sealed Power	230.0
		261. Controls Co. of America	227.6*
		262. Simonds Saw & Steel	227.2*
		263. Union Asbestos & Rubber	226.1*
		264. Dorr-Oliver	225.0
		265. Fisher Governor	225.0
		266. Northrop Corp.	225.0
		267. Weyerhauser Sales	225.0
		268. Lindberg Engineering	224.4*
		269. American Hoist & Derrick	223.8
		270. Heath Co.	220.0
		271. Seagram Distillers	220.0
		272. Skil Corp.	220.0
		273. Conover-Mast	219.0
		274. Landers, Frary & Clark	217.9*
		275. Pittsburgh Corning	217.0
		276. Fruehauf Trailer	216.5*
		277. Owens-Corning Fiberglass	216.4*
		278. Aeroquip	216.2*
		279. Greenlee Brothers	215.0
		280. Sharon Steel	215.0*
		281. Standard Packaging	214.8*
		282. Nopco Chemical	211.1*
		283. U. S. Plywood	211.0
		284. Armstrong Rubber	209.6*
		285. Chicago Bridge & Iron	208.1*
		286. Iowa Mfg.	207.8
		287. National Acme	206.9*
		288. Nordberg Mfg.	206.9*
		289. Hagan Chemicals & Controls	205.0
		290. Jones & Lamson	205.0
		291. Reader's Digest Assn.	204.2
		292. Harris Intertype	203.2
		293. Procter & Gamble	200.3*
		294. American Metal Climax	200.0
		295. Beaunit Mills	200.0*
		296. Bell Aircraft	200.0
		297. Charles Bruning Co.	200.0
		298. Deere & Co.	200.0
		299. F. W. Dodge Corp.	200.0
		300. Dresser Industries	200.0
		301. McLouth Steel	200.0
		302. Merritt Chapman & Scott	200.0*
		303. Perfect Circle	200.0
		304. Phillips Petroleum	200.0*
		305. Pittsburgh Steel	200.0
		306. Reed Roller Bit	200.0
		307. Weber Showcase & Fixture	200.0
		308. National Dairy Products	199.9*
		309. Philco	199.9*
		310. Diamond Alkali	199.5*
		311. Parke, Davis & Co.	198.2*
		312. Friden	198.0
		313. Reichhold Chemicals	197.4*
		314. Fafnir Bearing	197.2*
		315. Wm. Powell Co.	195.0
		316. Snap-on Tools	194.4
		317. Brown Co.	194.3*
		318. Royal Metal Mfg.	194.0*
		319. Oliver Corp.	192.2*
		320. Kohler	192.0
		321. Carborundum Co.	191.1*
		322. American Optical	190.8*
		323. Baker Oil Tools	190.0
		324. Lennox Industries	190.0
		325. Taylor Instrument	190.0
		326. Tinnerman Products	190.0
		327. Henry Vogt Machine	190.0
		328. Ameray Corp.	189.3*
		329. Connell Dubilier Electric	189.2*
		330. Metal & Thermit	188.2*
		331. National Starch Products	186.9*
		332. Gould National Batteries	186.2*
		333. Howell Electric Motors	185.8*
		334. Tractomotive	185.2*
		335. Lady Marlene Bra	185.0*
		336. Raytheon	184.8*
		337. Hobart Mfg.	184.7*
		338. Fairchild Engine & Airplane	183.0*
		339. Eastern Industries	182.4*
		340. National Malleable & Steel Casting	182.0
		341. Dunham-Bush	181.8*
		342. Yarnell Waring	181.8*
		343. Alan Wood Steel	180.0
		344. American-Saint Gobain	180.0
		345. Columbia Gas System	180.0*
		346. Ryan Aeronautical	180.0
		347. Shwayder Brothers	180.0*
		348. Burndy Engineering	179.2*
		349. American Metal	178.2*
		350. Wood Conversion	178.0
		351. Grinnell Co.	177.0
		352. Kalamazoo Vegetable Parchment	176.7*
		353. Lily-Tulip Cup	176.7*
		354. Stephens-Adamson Mfg.	176.2*
		355. Philadelphia Gear Works	175.3*
		356. Keyes Fibre	175.0
		357. Simplex Wire & Cable	175.0
		358. Sun Chemical	175.0

Business Paper Ad Investments by Standard Industrial Classifications

Source: Associated Business Publications

(Figures in Thousands)

SIC No.	Classification	1960
01	Commercial farms	$ 270.0
07	Agricultural services, hunting, trapping	335.0
08	Forestry	350.0
10	Metal mining	1,788.4
12	Bituminous coal, lignite mining	145.5
13	Crude petroleum, natural gas	3,697.2
14	Mining, quarrying of nonmetallic minerals, except fuels	491.9
15	Building construction—general contractors	290.0
16	Construction other than (15)	368.7
17	Construction—special trade contractors	57.7
19	Ordnance, accessories	250.0
20	Food, kindred products	6,472.8
21	Tobacco manufactures	64.5
22	Textile mill products	2,401.4
23	Apparel, other finished products made from fabrics, similar materials	834.3
24	Lumber, wood products, except furniture	1,144.9
25	Furniture, fixtures	1,298.6
26	Paper, allied products	6,209.6
27	Printing, publishing, allied industries	7,659.3
28	Chemicals, allied products	45,095.7
29	Petroleum refining, related industries	4,662.5
30	Rubber, miscellaneous plastics products	7,799.5
31	Leather, leather products	505.6
32	Stone, clay, glass products	8,693.5
33	Primary metal industries	25,802.7
34	Fabricated metal products, except ordnance, machinery, transportation equipment	17,255.9
35	Machinery, except electrical	48,028.1
36	Electrical machinery, equipment, supplies	27,065.1
37	Transportation equipment	18,083.3
38	Professional, scientific, controlling instruments; photographic, optical goods; watches, clocks	9,893.3
39	Miscellaneous manufacturing industries	2,743.7
40	Railroad transportation	960.9
41	Local, suburban transit, interurban passenger transportation	70.0
42	Motor freight transportation, warehousing	227.0
44	Water transportation	123.3
45	Air transportation	920.0
47	Transportation services	105.0
48	Communication	2,170.3
49	Electric, gas, sanitary services	595.5
50	Wholesale trade	4,134.2
53	Retail trade-general merchandise	8.4
55	Automotive dealers, gasoline service stations	40.0
59	Retail trade—miscellaneous retail stores	249.1
60	Banking	1,050.5
61	Credit agencies other than banks	433.8
62	Security, commodity brokers, dealers, exchanges, services	27.0
63	Insurance carriers	2,012.2
67	Holding, other investment companies	200.1
70	Hotels, rooming houses, camps other lodging places	40.0
72	Personal services	18.0
73	Miscellaneous business services	554.3
75	Automobile repair, automobile services, garages	150.0
77	Radio, tv broadcasting	335.0
89	Miscellaneous services	171.0
Unclassified		6,227.5
Total		*$270,581.8

*This figure represents 49.5% of the $546,300,000 invested in business publications for 1960. It is the total expenditure of the 1,500 advertisers represented in the ABP study. #

Business Paper Ad Volume Hits $546,300,000 in '60

(Continued from Page 1)

in business publications. In that year, GM invested $3,269,800, and U.S. Steel spent $3,837,900.

■ According to figures compiled by ABP, and revised this past January, investments in business publications in the last seven years have totaled (in millions):

Year	Revised Amount	Original Total
1960	$546.3	——
1959	$510.6	$503.5
1958	$470.6	$493.4
1957	$509.1	$489.0
1956	$444.8	$440.0
1955	$400.2	$390.0
1954	$365.5	$372.0

SCRUB BUBBLES—*This animated minute commercial has tea kettles and coffee pots spouting about the revised Brillo soap pad. A Calypso-style jingle tells viewers, "It's the first soap pad with detergent suds . . . Cuts grease so fast you scarcely scrub. It's scrub-o-matic—now aren't you glad that they put detergent in Brillo soap pads." A variety of type faces and sizes are used to produce the effect of "animated letters." It was produced by Elektra Film Productions, New York.*

Dade County Tie Vote Postpones Naming of Agency

(Continued from Page 1)

three government bodies would accept the committee's recommendation.

■ Miami City Commissioner George DuBreuil asked for and got approval of a "nice but strong" resolution to be sent to the Metro commission.

Argued Commissioner Henry Balaban: "Why be nice about it? You're dealing with $100,000."

Three weeks ago, a committee appointed by the county commission and headed by voting members—Hoke Welch, acting county manager; and Lew Price, director of publicity for the city of Miami—listened to presentations by ten Miami ad agencies. Harris & Co. won recommendation for selection.

But, the recommendation failed yesterday by one vote—and a tie automatically places subjects on the following commission meeting agenda.

Neither the objectivity of the special committee, nor its recommendation was challenged. The subject of the debate centered on the basic governmental philosophy that elected public officers take primary responsibility in matters that involve tax dollars.

James H. Allen, recently elected county commissioner, recommended that the County Commissioners personally hear from the three agencies whose presentations were considered best by the committee: Harris & Co.; Bishopric/Green/Fielden; and Tally-Embry, plus the present agency—Agey Advertising.

■ Comments from some of the commissioners went like this:

James H. Allen: "It is my understanding that the committee was to screen the agencies making presentations, and it was not their responsibility to make the selection. You're dealing with taxpayers' money. We must not rubber-stamp these things."

Alexander S. Gordon: "I have the utmost confidence in the objectivity and sincerity of the committee working in our behalf. I would hate to see the whole thing put up for grabs all over again."

Harold B. Spaet: "I am satisfied with the objectivity of the committee, but I agree with Allen. We're elected to make decisions, and we can't do it any other way."

Ben C. McGahey: "I checked the qualifications of Harris & Co., and find they are fine and reputable. After all, they can't all win, and I put my confidence in the committee we appointed."

Arthur H. Patten: "It is a state law, gentlemen, that the commission is responsible for every penny of the taxpayers'. You can't delegate this to any committee or to somebody else's opinion . . . I won't vote for one stereotyped recommendation even if it is made by a committee of Eisenhower, Nixon and the Pope." ≡

Maclean-Hunter Names Two

Maclean-Hunter Publishing Corp., Chicago, has transferred Evans J. Kall, formerly on the New York sales staff of *Rock Products* and *Concrete Products*, to the Cleveland office as district manager. At the same time Charles H. Daly, formerly with *Electrified Industry*, has rejoined the advertising sales staff of *Rock Products* and *Concrete Products* as eastern district manager with headquarters in New York. Prior to joining *Electrified Industry*, Mr. Daly was a space salesman for *Rock Products* and *Concrete Products*.

Lambert & Feasley Names 3

George R. Gibson, formerly a member of the executive committee of Gardner Advertising Co., has joined Lambert & Feasley, New York, as senior account executive on the Listerine account. Lambert & Feasley also has elected John R. Latham and Charles J. Lumb vps. Mr. Latham is account supervisor on Fizzies and other products. Mr. Lumb is supervisor on the Prophy-lac-tic Brush Co. account.

Lorillard Adds 'Reach' Shows to TV Sponsorship

(Continued from Page 1)

ity of all nighttime tv shows were half-hour programs," he said. "Last year, however, audiences began to show a decided preference for hour shows; and this year, for the first time in tv history, the number of hour shows approximates the number of half-hour shows during the popular nighttime tv viewing period.

"The practical effect of this is that twice the amount of program time during the evening is being devoted to hour-long shows as to half-hour shows. Further, the hour shows are attracting greater audiences—8,900,000 viewers for the average hour program last year, compared to 8,400,000 for the average half-hour show."

■ To get maximum "reach," a company ideally should sponsor several of these hour shows, Mr. Temple added. However, since prime network time costs $250,000, this is "patently impossible," he said.

Costs would be astronomical and would bear no reasonable relationship to sales, he said.

Consequently, another ad strategem, "analogous to magazine advertising," had come into favor. "In this way, participation on an hour show becomes something of a bargain, if I may use the word loosely. For example, if one minute of commercial time on a half-hour program is $40,000, then a similar period during an hour-length show, with other sponsors participating, would cost $35,000."

This broke down to an average cost of $3.93 per 1,000 on an hour show, as against $4.74 per 1,000 on a half-hour show.

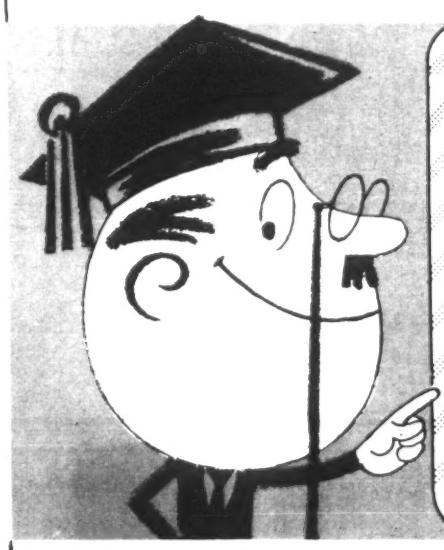
■ "Lorillard, as a major tv advertiser, has weighed both the sponsorship and reach theories of advertising and believes there is much to be said for each. Accordingly, we have arranged our schedules so that we get maximum benefits from both."

Currently, Mr. Temple added, the company was sponsoring three shows—"Hennesy," "The Price Is Right," and a half-hour of the "Ed Sullivan Show"—for a net of four and one-half minutes of commercial time weekly. At the same time, Lorillard was a participating advertiser in "Father Knows Best," "The Corrupters," "Hawaiian Eye," and "Caine's Hundred," for a net of four minutes of commercial time weekly.

Mr. Temple reported that for the first quarter of 1961 sales were expected to run slightly ahead of last year's first quarter. He did not give any figures. ≡

Advertising Age's **1961 MARKET DATA ISSUE**

Ahead of the Class for Media Promotion



92,495
REQUESTS FOR MEDIA MARKET INFORMATION
after the 1960 issue

TO BE PUBLISHED MAY 8
AD COPY DEADLINE APRIL 26
RESERVE YOUR SPACE NOW

Magazine Space Buying Yardsticks	General Weeklies		Fortnightly	Women's Service Magazines		
	LIFE	Saturday Evening Post	Look	Good Housekeeping	Ladies' Home Journal	McCall's
Most Homes Reached	✓					
Most Men Readers	✓					
Most Women Readers	✓					
Most Homes with Children	✓					
Most Upper Income Homes	✓					
Most College-Educated Homes	✓					
Most Homes in Nielsen "A and B" Markets	✓					
Highest Coverage of Consumer Expenditures	✓					
Greatest % Increase in Advertising Revenue 1960 over 1959						✓
Most Advertising Revenue	✓					
Most Circulation Revenue	✓					
Most Newsstand Revenue		✓				
Most Subscription Revenue	✓					
Most Advertising Pages	✓					
Most Editorial Pages	✓					
Highest Current Circulation Base (or guarantee)	✓					
Highest Delivered Circulation, Second-Half 1960	✓					
Most Newsstand Buyers					✓	
Most Subscribers	✓					
Lowest Cost Per Thousand Circulation (B&W Page)				✓		
Fastest Advertising Production Closing	✓					
Most Regional Editions			✓			
Most Regional Flexibility		✓				
Most Retail Advertising Tie-ins including seals of guaranty or endorsement				✓		
Most Retail Advertising Tie-ins excluding seals of guaranty or endorsement	✓					

Let's keep the record straight

Here are 25 of the yardsticks used most frequently by advertisers and their agencies in buying magazine space. LIFE leads in 18 of them. Yardsticks like these are important, of course. But perhaps they mean less than one big fact: Only LIFE, of all the magazines in America, can report and comment on the week's news so fast to so many people (often as little as four days after it happens). And what kind of people most value LIFE's kind of reporting? The better-educated, higher-incomed families who live in the cities and suburbs where the most dollars are spent. Result: LIFE reaches America's biggest *quality* audience each week. That's why, for 19 years in a row, advertisers have invested more in LIFE than in any other magazine.

LIFE

THE LATEST ABC FIGURES ARE NOW AVAILABLE

They show average monthly circulation of the three women's magazines for the second 6 months of 1960 as follows:

McCall's	6,560,452
L. H. J.	6,550,415
G. H.	4,961,039

McCall's, according to the most recent and therefore the most trend-revealing official figures, is now, for the first time in the history of publishing, first in circulation in the women's field. McCall's is also first in advertising linage and revenue. ABC and PIB figures tell only part of the story. The more important part of the story is to be seen in the magazine itself. All advertisers and advertising agencies in the United States are aware of the difference. They subscribe to McCall's abiding philosophy: For the best results, simply produce the best magazine. The December 1960 issue of McCall's was the first women's magazine to exceed seven million circulation. Because of its continuing and phenomenal growth, McCall's circulation rate base will be increased to seven million, effective as of October 1961.

FIRST IN ADVERTISING **McCall's** FIRST IN CIRCULATION
FIRST MAGAZINE FOR WOMEN